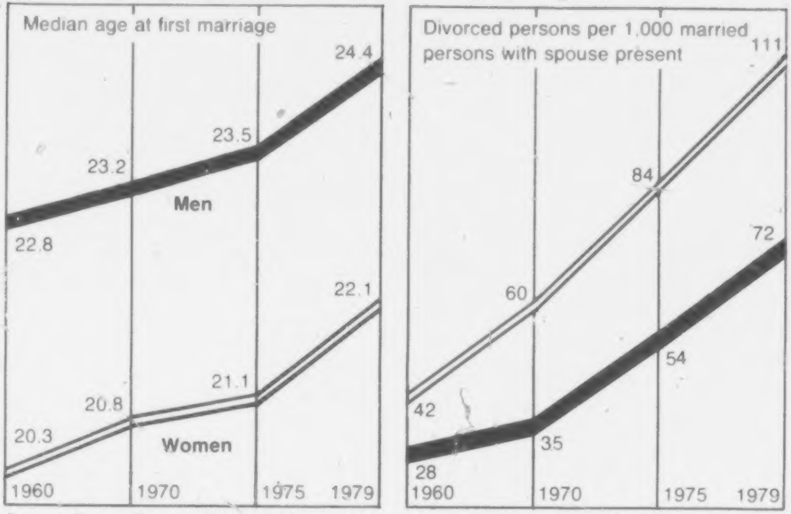
er than in the 1970s.

However, today's adult woman has different motivations compared to her mother; thus, it's questionable if past behavioral trends can be a weathervane for future patterns. Richard F. Hokenson, vice president at Donaldson, Lufkin & Jenrette, believes that an increasing number of women will remain unmarried and that the proportion of wives in the labor force will rise sharply (from just under 50% in 1979 to nearly 58% by 1990). As a result, he says, "we see the legitimate fertility rate declining in the 1980s." Two Rand Corp. researchers, William Butz and Michael P. Ward, agree: "As the dollar value placed on a working woman's time increases, having a child becomes more costly in terms of her foregone wages. Many couples are reacting to this economic fact of life by having smaller families"—or remaining childless.

Whether or not a baby boom materializes has strong implications for marketers. Management Horizons, a highly respected consulting firm, notes that outlays during the first three years of a first-born child's life top $2,200. Adds Hokenson: "With fewer children, the growth in discretionary income will be even greater. Demand for goods and services that children use will be replaced by demand for adult services—recreation, travel, eating out, and so on."

Shifting preferences on where people want to live will continue to confront marketers. Some observers think the cost of gasoline and the inflationary economy generally will sharply curb population mobility in the future. Considering that Americans-on-the-move has been a dominant social leitmotif as far back as the days of Daniel Boone, it's likely that consumers will make the

Marrying later . . .   . . . splitting faster



Source: Census Bureau. *Marital Status and Living Arrangements.* Series P-20. No. 349.
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Marital status by age and sex

Marital Status	*1979 Total 18 & Older (000)*	*18–24*	*25–34*	*35–44*	*45–54*	*55 & Older*
		— % by Age Group —				
Single						
Male	16.970	61.0%	22.6%	5.8%	4.5%	6.0%
Female	13.644	62.1	16.8	5.5	3.8	9.8
Married, spouse present						
Male	48.233	6.2	23.3	20.0	18.8	31.7
Female	48,129	10.3	25.4	20.1	18.5	25.7
Married, spouse absent						
Male	2.096	11.2	26.6	19.8	17.4	25.0
Female	3.052	16.6	29.0	21.2	16.6	16.6
Divorced						
Male	3,471	4.9	30.5	23.9	18.2	22.4
Female	5.355	6.8	28.9	24.5	18.2	21.6
Widowed						
Male	1.945	0.0	1.6	2.1	10.0	86.3
Female	10,449	0.1	1.0	2.6	8.6	87.6

Note: Details may not add to totals due to rounding.
Sources: S&MM calculations; Census Bureau. *Marital Status and Living Arrangements: March 1979.* Series P-20. No. 349.
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Marital status by race and sex

	White		*Black*		*Spanish Origin*	
	Male	*Female*	*Male*	*Female*	*Male*	*Female*
1979 Total 18 & Older (000)	**64,370**	**70,412**	**6,987**	**8,741**	**3,367**	**3,701**
Marital Status			**— % of Total —**			
Single	22.3%	15.6%	32.7%	27.3%	25.1%	18.8%
Married, spouse present	68.5	62.5	47.3	36.7	63.6	59.5
Married, spouse absent	2.2	2.7	8.5	12.3	5.5	7.7
Separated	1.5	2.0	7.6	11.0	2.4	6.3
Other	0.7	0.7	0.8	1.3	3.1	1.5
Divorced	4.5	6.4	7.2	8.9	4.0	6.9
Widowed	2.5	12.8	4.4	14.7	1.7	7.0

Note: Details may not add to totals due to rounding.
Sources: S&MM calculations; *Census Bureau. Marital Status and Living Arrangements: March 1979.* Series P-20. No. 349.
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All that glitters is gold. The rest is real wood.

In this case, the wood is Brazilian rosewood. It could just as well be a deeply grained cordia from the East Indies. Or classic American black walnut.

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Together, they create what are obviously some of the handsomest pens on earth. And, not surprisingly, some of the best-performing.

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Hallmark

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Mom and Pop just bought a used car.

Back when our readers were raising the kids and paying off the mortgage, Detroit eagerly went after their money. The family car was a basic necessity.

Now that Mom and Pop have passed 50, automakers don't focus much attention on them.

A serious mistake, per the special Simmons reader study on Modern Maturity released in December, 1979. It shows that 86.6% own cars—and that a remarkable 24.5% have second cars. Including classics, RVs and even OTRs.

Most important, 67.2% bought new cars during the previous year vs. only 48.4% of readers of other magazines studied by Simmons.

Our 18.5 million Moms and Pops are excellent prospects for automobiles. Also tires, insurance, batteries, lodging, car-care products, repair services. Also soup, soap and sportswear.

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necessary economic adjustments to maintain their cherished mobility.

The 1970s saw some surprising twists in long-standing mobility trends. Nonmetro areas grew faster than metro areas—1.18% a year vs. 0.73%. However, in terms of the actual numbers of people involved, metro gains dwarfed nonmetro increases, 9.4 million vs. 5.4 million. Still, the nonmetro phenomenon proved that there was a strong desire to move from bigger communities to smaller ones. Metros with more than three million people hardly grew at all, and those from 500,000 to 3,000,000 increased less than 1% a year. In contrast, metros with less than 250,000 and those from 250,000 to 500,000 enjoyed annual increments of 1.37% and 1.26% respectively, which significantly eclipsed the nonmetro growth rate.

The suburbs continued to be the fastest-growing geographical unit, with an annual 1.5% growth rate. However, this was a noticeable slowdown from their 1960s' pace.

Striking changes altered the suburbs' racial composition in the 1970s. Blacks increased 4.1% a year (vs. 1.0% in the central cities), Latinos by 4.4% (vs. 2.9% in the core cities). In striking contrast, whites gained only 1.2% a year (vs. a 1.0% decline the the central cities).

Despite their rapid growth, minorities still comprise a small portion of the suburban population: 5.8% for blacks, 4.8% for Latinos. The critical element here is that a beachhead has been established by upwardly mobile minorities and more of them will join the mainstream dream of a home in the suburbs in the years ahead.

Meanwhile, job mobility enhanced the suburbs importance to marketers in the 1970s. The Bureau of Labor Statistics' annual report, *Employment and Unemployment: 1979*, reports that 41.5% of employed workers now live in suburbs compared to 27.6% in central cities and 30.9% outside metro areas. Those who are predicting that the energy crisis will force in-

Caution on retail sales comparisons

Like any private research firm, Market Statistics, the Bill Communications subsidiary that prepares the *Survey* statistics, relies upon federal government censuses for benchmark data in developing its own estimates. In preparation for the *1980 Survey*, Market Statistics revised its own basic data and growth rates for individual store types and local geographic areas in line with the results of the 1977 Census of Retail Trade. Consequently, the retail sales estimates in the *1980 Survey* are not directly comparable with those in the *1979 Survey*, which had been based upon the 1972 Census of Retail Trade. As any marketer knows, the further one moves from a census year, the less reliable a benchmark becomes. Also arguing against such comparisons, although to a much lesser degree, is that, previously, sales taxes and finance charges were included in *Survey* estimates. The *1980 Survey* excludes such factors in line with the Census Bureau's new policy, adopted at the time of the 1977 Census.

Marketers who want to compare the growth rates of individual markets can use the 1977 Census results as their base point, just as the *Survey* has done for several of its *Highlight* tables. Also, the *1980 Survey of Buying Power Data Service* will include 1977 totals for 12 store categories and all counties.

Where are the children living?

	1979 (000)	*1970 (000)*
Children under 18	**62,389**	**69,162**
Living with:	**100.0%**	**100.0%**
Two parents	77.4%	85.2%
One parent	18.5	11.9
Mother only	16.9	10.8
Divorced	6.8	3.3
Single (never married)	2.5	0.8
Father only	1.6	1.1
Divorced	0.8	0.3
Single (never married)	0.1	—
Other relatives only	3.4	2.2
Nonrelatives only	0.7	0.7

Note: — represents zero.
Source: Census Bureau, *Marital Status and Living Arrangements*, Series P-20, No. 349.
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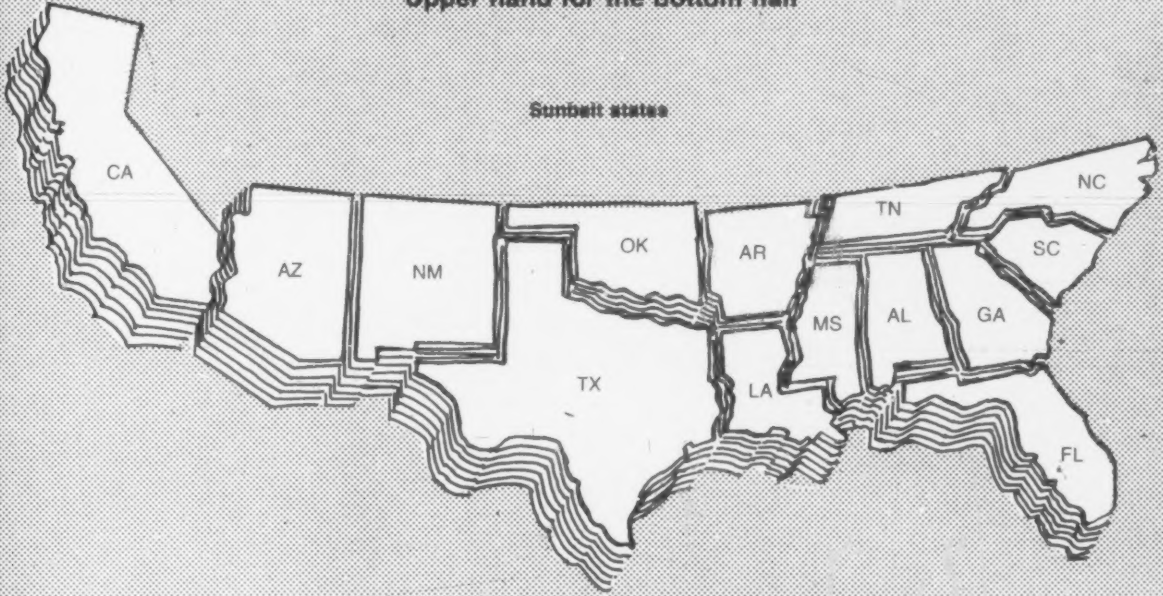
S&MM MARKETGRAPH

Sunbelt: Setting the pace in industrial growth, too

Post-war population trends that triggered rapid growth in the Sunbelt states are having an economic spin-off. The southern perimeter of states that stretches from North Carolina to California is chalking up better-than-average growth rates in various industrial sectors. The 1977 Economic Censuses, for example, reveal that Sunbelt growth eclipsed the rest of the country in three key indicators: value added in manufacturing, 81% vs. 59%; retail sales, 66% vs. 54%; and selected services, 82% vs. 64%. However, not all the Sunbelt states are equally blessed, as can be seen from the wide variation in growth rates—from 61% to 122% in value added, and 41% to 109% in selected services.

Upper hand for the bottom half



State	*Value Added In Mfg. 1977 (Mil. $)*	% Increase 1972–77	*Retail Store Sales 1977 (Mil. $)*	% Increase 1972–77	*Selected Services Receipts 1977 (Mil. $)*	% Increase 1972–77
U.S.	$596,023	**+ 66%**	$723,134	**+ 58%**	$179,515	**+ 70%**
Sunbelt	186,187	**81**	270,215	**66**	67,945	**82**
Rest of U.S.	399,837	**59**	452,919	**54**	111,570	**64**
Alabama	$ 8,349	**65%**	$ 10,705	**63%**	$ 1,696	**54%**
Arizona	3,388	**80**	8,170	**72**	1,853	**72**
Arkansas	4,865	**74**	6,383	**64**	922	**63**
California	55,452	**78**	81,058	**66**	26,617	**87**
Florida	9,332	**61**	31,413	**62**	8,549	**69**
Georgia	12,500	**69**	15,916	**53**	3,454	**69**
Louisiana	9,503	**122**	12,417	**73**	2,941	**102**
Mississippi	5,599	**98**	6,184	**57**	888	**66**
New Mexico	790	**121**	4,022	**75**	1,059	**41**
North Carolina	18,106	**64**	16,842	**59**	2,752	**63**
Oklahoma	4,651	**105**	9,228	**68**	1,661	**72**
South Carolina	8,095	**63**	8,350	**62**	1,420	**78**
Tennessee	12,635	**65**	13,710	**62**	2,729	**74**
Texas	32,923	**116**	45,816	**78**	11,404	**109**

Note: Value added is, roughly, the difference between the cost of supplies, materials, and labor and the price of the finished product; it is often considered an indicator of manufacturing sophistication. The selected services included in the Census represent only 29% of total spending on services.

Sources: S&MM calculations; Census Bureau, *1977 Census of Manufactures: Selected Statistics for States*, MC77-S-2(P); *1977 Census of Retail Trade: U.S. Summary*, RC77-A-52; *1977 Census of Service Industries:* U.S. Summary, SC77-A-52.

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Southern Living

MAGAZINE OF THE MODERN SOUTH / BOX 523 / BIRMINGHAM, ALABAMA 35201 / PHONE (205) 870-4440

July 14, 1980

Dear Marketing Executive:

Forty-two years ago this month President Roosevelt pronounced the South "...the nation's number one economic problem." In 1938, as the country was slowly struggling upward from the Depression, the South brought up the rear, statistically.

It's a different story today. Very different.

During this period of economic downturn, it is the South which is least affected by current conditions. And at the head of the statistical parade, leading all U.S. regions in retail sales volume: the South.

But a curious thing happened on the way to the top. National magazine circulation in this region didn't keep pace with the South's economic progress. The result, today, is disproportionate coverage--more circulation where the growth has been slowest, less where it has been greatest: in the Sunbelt.

What has been your organization's response to the remarkable growth of the South? Has your marketing thrust been re-calibrated accordingly? Are southern region sales managers backed up with the advertising support their sales volume warrants? Major marketers recognize the South's tremendous sales potential, but they are keenly aware of the shortfall in national magazine penetration. SOUTHERN LIVING, as part of the basic buy, helps offset the imbalance.

With SOUTHERN LIVING, you'll assure southern region sales personnel of advertising support reflective of their sales volume. Additionally, your southern customers--distributors, buyers, dealers--will know you care about them by advertising to their best customers: SOUTHERN LIVING readers.

Like the South, SOUTHERN LIVING has experienced tremendous growth--with our circulation guarantee up from 200,000 in 1966 to the current 1,750,000. Advertising pages, too, have multiplied--from 268 fourteen years ago to over 1600 last year.

If you would like to examine a copy of our magazine and learn more about its 7½ million readers, drop me a note on your letterhead. We at SOUTHERN LIVING would like to help your organization gain/maintain #1 share in America's #1 regional market.

Sincerely,

James E. De Vira

James E. De Vira
Vice President and
Director of Advertising

dustry to relocate in the core cities miss the obvious: where the bulk of today's workers live. If rising energy costs render commuting uneconomic, it makes more sense to accelerate the industry trend to the suburbs.

The 1970s saw a dramatic recontouring of the marketing map. A phenomenal two-thirds of the decade's 16.8 million increase in resident population occured in the Sunbelt. However, the Sunbelt's growth was highly imbalanced: just three states—Florida, Texas, and California—accounted for 42% of the U.S. gain.

The 1980s are expected to bring population shifts from the Sunbelt to the Rocky Mountain states. The energy-related industries of that region, Donald McLagan, senior vice president, and Christopher Caton, director of long-term studies, Data Resources, Inc., agree, will be a major source of new jobs, income, and population growth. They say that the development of the small industrial base will contribute new jobs with the highest gains in technology firms.

The cause of the turbulent demographics that have buffeted marketers since the 1960s is the emergence of new social values. These values, as senior vice president Jane Fitzgibbon, of Yankelovich, Skelly & White, told a recent American Assn. of Advertising Agencies meeting, "pivot around self-fulfillment and psychic rewards, as opposed to the accumulation of material possessions; focus-on-self as opposed to conformity and self-denial." These values, which started with women's groups and college students in the early 1960s, she says, "are now subscribed to by over 80% of the population."

Some of the striking changes

The Survey and the Census Bureau: A close match on retail sales

	1979 Totals ($Mil.)		% Increase 1978–79		Survey vs. Census 1979
Store Type	Survey of Buying Power	Census Bureau	Survey of Buying Power	Census Bureau	
TOTAL RETAIL SALES	**$887,519**	**$886,047**	**+ 8.6%**	**+10.6%**	**+ 0.2%**
Durable Goods					
Automotive	175,508	177,714	4.5	5.8	– 1.2
Building materials & hardware	50,506	52,239	13.7	13.8	– 3.3
Furniture–home furnishings–appliances	40,823	41,868	5.7	14.0	– 2.5
Furniture & home furnishings	25,049[1]	26,726	5.2	15.3	– 6.3
Nondurable Goods					
Food	195,710	191,326	10.2	11.2	+ 2.3
Grocery	183,860[1]	177,703	11.6	10.7	+ 3.5
General merchandise	112,400	110,233	3.2	8.9	+ 2.0
Department stores	93,620[1]	89,127	6.2	8.9	+ 5.0
Eating & drinking places	76,751	75,139	7.2	8.7	+ 2.1
Gas stations	72,122	71,894	24.2	21.3	+ 0.3
Apparel & accessories	43,103	43,028	10.4	9.2	+ 0.2
Drug	28,668	27,174	12.8	9.6	+ 5.5
Liquor	N.A.	15,595	N.A.	13.3	N.A.
Nonstore retailers	N.A.	22,628	N.A.	3.3	N.A.

[1] *Sales & Marketing Management's 1980 Survey of Buying Power* Data Service.
N.A. Not available.
Sources: *Sales & Marketing Management's 1980 Survey of Buying Power*. Census Bureau. *Revised Monthly Retail Sales and Inventories*, BR-13-80S.
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Which government report do you believe?

Number of retail stores in 1977 reported by:

	Census of Retail Trade	County Business Patterns	Census vs. CBP
Total retail stores	1,303,621	1,263,377	+40,244
Eating & drinking places	308,614	287,382	+21,232
Food stores	171,592	167,088	+ 4,504
Gasoline service stations	146,523	139,509	+ 7,014
Apparel & accessories	114,813	117,835	– 3,022
Automotive dealers	94,800	90,403	+ 4,397
Furniture, home furnishings & appliances	91,742	87,462	+ 4,280
Building materials & hardware	65,788	62,787	+ 3,001
Drugstore	47,169	46,437	+ 732
General merchandise	38,353	41,128	– 2,775

[1] *Sales & Marketing Management's 1980 Survey of Buying Power*'s Data Service
N.A. Not available.
Sources: *Sales & Marketing Management's 1980 Survey of Buying Power*, Census Bureau, *Revised Monthly Retail Sales and Inventories*, BR-13-80S.
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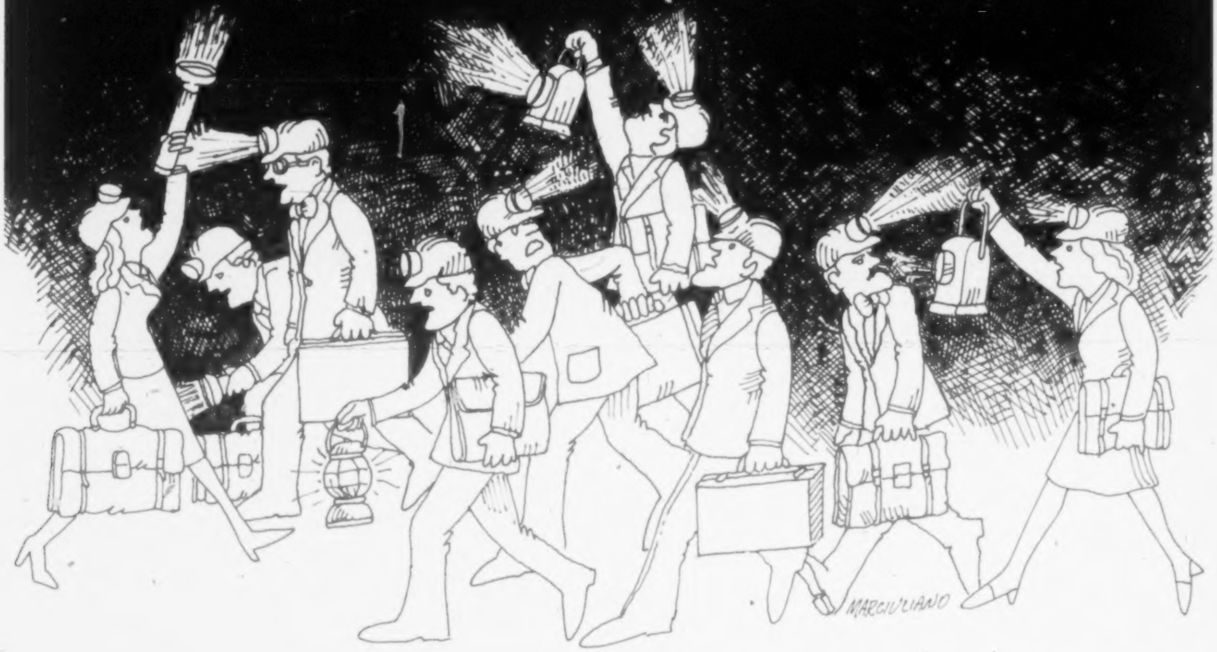
Although all private market and economic research firms rely upon federal government reports as benchmarks for making their own estimates, they often find the same government agency issuing two different sets of figures on the same subject. A case in point is the Census Bureau's "1977 Census of Retail Trade" and its "1977 County Business Patterns (CBP)" series. Although both reports rely on the same 1972 Standard Industrial Classification codes in assigning retail establishments, they show a difference of 40,244 stores. The most glaring discrepancy is in the restaurant field, where there is a spread of 21,232 establishments.

The inability of the Bureau to develop a consistent set of store totals should be a source of concern to marketers. Because the census is done every five years, marketers use the annual CBP's store count to update their estimates of retail store sales in local markets.

IS YOUR SALES FORCE WORKING IN THE DARK?



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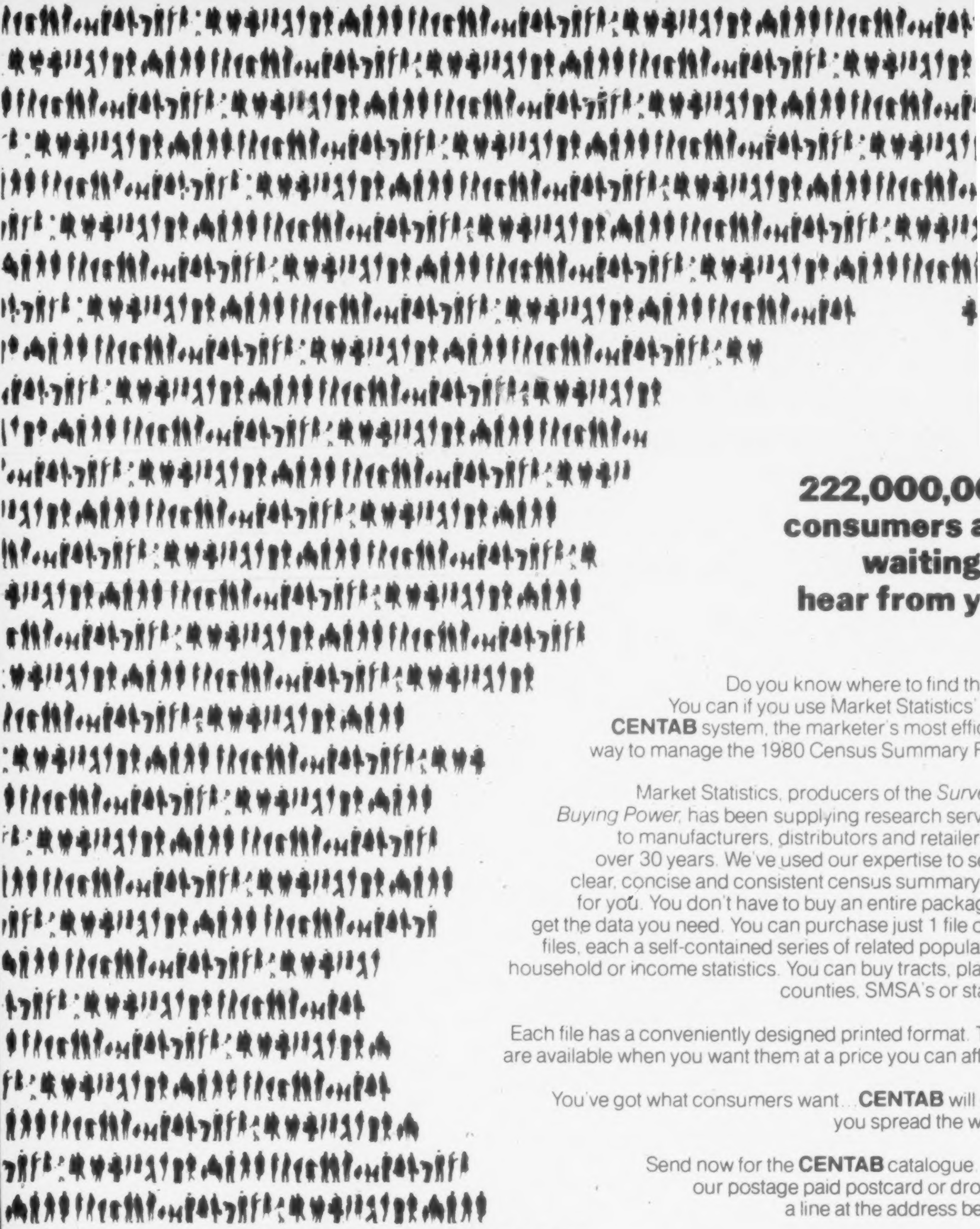

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uced among household demographics by the new values cited by John H. Stevens, dent, Deltakos division of Valter Thompson, at a re- Assn. of National Adver- s workshop: "Fewer than ifth of the population are bers of families with one ore children, a working fa- and a home-making her. Fourteen percent more en work out of the house stay home keeping house. y, divorce and remarriage accepted as rites of passage a whole new set of eti- te options."

deed, total households ex- led 22% in the last decade. family-type units in- sed only half as fast, %, while nonfamily units ed three times as fast, 66%. ilies themselves changed kingly as people sought er living arrangements. ried couples were increas- only 6.6% but wifeless hus- ds advanced five times fas- 33.6%, and husbandless es eight times faster, %. Married couples with dren under 18 represented e than half of all families in 0, but they now account for over two-fifths. The tepid vth of married couples n't mean that people are nst shared abodes. Unmar- couples more than dou- , to 1,346,000 households he 1970s.

omen doing their own g was an outstanding de- raphic trend of the 1970s will cast a long shadow the 1980s. Increasing bers detoured from the tra- onal trek to the altar and rmed into the job market ead. The percentage of 24-year-old women remain- single jumped from 28.4% 960 to 49.4% in 1979, from % to 19.6% among the 29 year olds. Those who did ry, shedded their mates er; the number of divorced nen per 1,000 married per- s rocketed from 42 in 1960 to 111 in 1979 (the ratio also leaped for males, from 28 to 72).

The real and fancy of retail stores sales

Retail store category	Retail Sales in 1972 $ 1977 ($Mil.)	1978 ($Mil.)	1979 ($Mil.)	% Change, 1972 $ 1977–78	1978–79	% Change Current $ 1978–1979
Total retail sales	**$514,340**	**$533,216**	**$538,958**	**+ 3.7%**	**+1.1%**	**+10.6%**
Durable Goods	**180,604**	**192,275**	**196,653**	**+ 6.5**	**+2.3**	**+ 9.5**
Automotive	106,727	111,874	109,632	+ 4.8	−2.0	+ 5.8
Furniture/home furnishings/appliances	26,776	28,442	30,695	+ 6.2	+7.9	+14.0
Building materials & hardware	26,011	28,647	30,301	+10.1	+5.8	+13.8
Nondurable goods	**333,703**	**340,813**	**342,555**	**+ 2.1**	**+0.5**	**+11.3**
Food	105,930	104,940	106,351	− 0.9	+1.3	+11.2
General merchandise	69,491	74,114	76,128	+ 6.7	+2.7	+ 8.9
Department stores	57,179	60,991	62,898	+ 6.7	+3.1	+ 8.9
Eating & drinking places	43,881	44,069	43,383	+ 0.4	−1.6	+ 8.7
Gas stations	33,572	33,657	31,285	+ 0.3	−7.0	+21.3
Apparel & accessories	28,821	31,058	32,771	+ 7.8	+5.5	+ 9.2
Drug	17,693	17,768	18,189	+ 0.4	+2.4	+ 9.6
GAF[1]	N.A.	148,485	159,320	N.A.	+7.3	+12.8

[1] Combination of general merchandise, apparel & accessories, and furniture/home furnishings/appliances; widely used as an indicator of consumer discretionary spending.

N.A. Not available.

Note: Real retail sales estimates, derived by S&MM, are based upon the retail sales deflators developed by the Bureau of Economic Analysis (BEA) as part of its responsibility for building the National Income and Product Account system. The deflators are superior to the Consumer Price Index (CPI) for deflating retail store sales because they are based upon the merchandise mix of individual store types; also, one-third of the CPI is made up of services, which have no relation to retail stores. S&MM gratefully acknowledges BEA's cooperation in making the deflators available.

Sources: S&MM calculations; Bureau of Economic Analysis, unpublished data; Census Bureau, *Monthly Retail Trade Report.*

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How Survey compares with Census of Retail Trade

Store Category	SBP Estimate 1977 ($000)	Census of Retail Trade 1977 ($000)	SBP vs. Census
Total retail store sales	**$724,139,211**	**$723,134,221**	**+0.1%**
Food stores	159,014,469	157,940,457	+0.7
Automotive dealers	142,996,748	149,952,415	−4.6
General merchandise stores	100,700,424	93,947,773	+7.2
Eating & drinking places	64,046,872	63,275,673	+1.2
Gasoline service stations	55,068,407	56,468,144	−2.5
Building materials & hardware stores	38,027,439	38,859,865	−2.1
Apparel & accessories stores	36,719,434	35,564,433	+3.2
Furniture, home furnishings & appliance stores	36,318,401	33,176,312	+9.5
Drugstores	22,868,273	23,196,366	−1.4

More than half of all adult women were in the labor force last year, compared to 38% in 1960, and, to the surprise of many, the trend was strongest among married women with children under six years of age, from 19% to 43%. Some of the factors at work here, as noted in a Bureau of Labor Statistics report: Lowering of the birth rate, increase in age at first marriage, desire to maintain or increase household standard of living, and growing social acceptance. The trend is likely to continue in the current decade but with a different emphasis, an Ogilvy & Mather study notes. Women at work will be "less a matter of feminism, more one of inflation, high energy prices, and rising taxes."

An important demographic market to watch in the new decade will be the educated woman. For the first time in the postwar period, women outnumber men on college campuses—5.9 million vs. 5.5 million. Furthermore, they're entering college at a rate five times faster than men are. The implications for marketers are yet to be only guessed at.

Selling success starts with good geography

Just as "nothing happens until somebody sells something," no marketing plan will succeed until the marketer picks the right local markets for his selling emphasis. *Survey* data on metro areas, counties, and states point the marketer to where "sales opportunities" gleam the brightest.

By THAYER C. TAYLOR
Editorial Director
Survey of Buying Power

Once his overall sales objectives are decided upon, the marketer concerns himself with developing strategies for reaching those goals. This involves following up the vital demographics that are an important element in the creation of overall objectives with a parallel geographic segmentation that will underlie his local market selling tactics. Here, the marketer will select those geographic markets where the impact of his selling force and advertising support will produce the most profitable results.

Selecting appropriate markets is a critical decision because of the unique factors that differentiate one market from another. The more informed the marketer is about the distinctive qualities of local markets, the more knowledgeable will be his decisions on positioning his sales force and advertising strengths against markets that promise to deliver the greater return-on-investment.

The *Survey*'s rich lode of data on local market characteristics provides the marketer with helpful insights into the formulation of geographical sales strategy. The three basic dynamics of a local market—population (customers/prospects), Effective Buying Income (their

Fastest-growing metros in the 1970s

Growth Rank	*Metro Market*	**% Gain 1970–79**	*1979 Pop. (Thous.)*
1.	Fort Myers-Cape Coral, FL	**89.8%**	199.7
2.	Olympia, WA*	**54.6**	118.7
3.	Fort Collins, CO	**52.1**	136.7
4.	Fort Lauderdale-Hollywood	**49.6**	927.6
5.	Sarasota	**49.4**	179.9
6.	Anchorage	**48.6**	187.7
7.	West Palm Beach-Boca Raton	**48.3**	517.5
8.	Las Vegas	**46.5**	400.3
9.	Santa Cruz, CA	**45.5**	180.0
10.	Reno	**45.4**	175.9
11.	Richland-Kennewick-Pasco, WA	**43.2**	133.6
12.	Phoenix	**43.1**	1,389.6
13.	Boise	**42.7**	160.1
14.	Bryan-College Station, TX	**41.8**	82.1
15.	Provo-Orem, UT	**41.5**	194.9
16.	Austin	**40.4**	506.1
16.	Bradenton	**40.4**	136.3
18.	Houston	**39.0**	2,779.4
19.	Orlando	**38.4**	627.0
20.	Santa Rosa, CA	**37.9**	282.5
20.	Tucson	**37.9**	485.0
22.	Brownsville-Harlingen-San Benito, TX	**35.6**	190.2
22.	San Diego	**35.6**	1,841.2
24.	Tampa-St. Petersburg	**35.5**	1,474.6
25.	McCallen-Pharr-Edinburg, TX	**34.8**	244.7

*Potential metro market as defined by Sales & Marketing Management.
Source: *Sales & Marketing Management's 1980 Survey of Buying Power* Data Service.
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Metropolitan losers in the 1970s

Growth Rank	*Metro Market*	**% Decline 1970–79**	*1979 Pop. (Thous.)*
300.	Jersey City	**−9.5%**	550.4
299.	New York	**−7.1**	9,266.3
297.	Pittsburgh	**−6.3**	2,249.7
297.	Cleveland	**−6.3**	1,934.4
296.	Newark, NJ	**−5.8**	1,938.7
295.	Utica-Rome, NY	**−5.3**	322.5
292.	Pittsfield, MA	**−5.2**	141.6
292.	Elmira, NY	**−5.2**	96.2
292.	Buffalo	**−5.2**	1,278.8
291.	Columbus, GA	**−4.7**	227.1
290.	Jamestown, NY*	**−4.2**	141.2
288.	Steubenville-Weirton, OH-WV	**−2.9**	161.4
288.	Akron	**−2.9**	659.5
287.	Springfield, OH	**−2.7**	182.5
285.	Paterson-Clifton-Passaic	**−2.5**	449.4
285.	Muncie	**−2.5**	126.0
283.	Terre Haute	**−1.7**	172.0
283.	Dayton	**−1.7**	838.1
282.	Detroit	**−1.4**	4,371.9
281.	Quincy, IL*	**−1.3**	69.9
280.	Philadelphia	**−1.1**	4,771.5
278.	Pine Bluff, AR	**−0.9**	84.5
278.	Anderson, IN	**−0.9**	137.2
277.	St. Louis	**−0.8**	2,390.3
275.	Providence-Warwick-Pawtucket	**−0.7**	849.2
275.	Altoona	**−0.7**	134.4
273.	South Bend	**−0.3**	278.9
273.	Rockford, IL	**−0.3**	271.3
272.	Cincinnati	**−0.1**	1,385.8

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S&MM GeoMarket

buying power), and retail sales (what they spend)—are presented in considerable detail, enabling the marketer to tailor his marketing program to geographic dimensions. For example, *Survey* data for each market include four population age segments, four household income groups, and six retail store types. These breakdowns allow the marketer to impart a high level of precision to his sales strategies.

Probably the most widely-used *Survey* figure is the Buying Power Index (BPI), which combines the market's population, Effective Buying Income (EBI), and retail sales into a handy measurement of U.S. potential. Chicago's BPI of 3.5542 means that the market's share of the U.S. potential sales of a mass-produced consumer good is equivalent to that figure. (The aggregate BPI total for all states will be 100.0000.)

"The BPI," comments Roy B. Unger, group vice president and marketing chief at Sealy, Inc., Chicago, "tells you where the sales opportunities are, provides an effective geographic standard, and shows you where improvements can be made."

Because it represents a share of U.S. potential, the BPI is a popular device for, first, estimating the distribution of a company's sales among its individual territories, and, second, setting quotas based upon each territory's estimated sales potential. Of course, relatively few companies have the personnel and financial resources for covering the entire U.S. One of the BPI's most popular appeals is that it can be adjusted to reflect the size of the marketer's universe, regardless of how small or large it may be.

William Tempest, sales vice president, Oral Systems, Inc., sells toothbrushes and toothpaste through the Southeast

Most affluent markets: Midwest leads the way

Rank	Metro Market	Median Household EBI	% Growth 1977–79	Growth Index U.S. =100
1.	Anchorage	$27,279	16.1%	84
2.	San Jose	24,883	21.9	114
3.	Bridgeport-Stamford-Norwalk-Danbury	24,834	18.5	96
4.	New Brunswick-Perth Amboy-Sayreville	24,816	18.7	97
5.	Bremerton, WA*	24,620	28.3	148
6.	Nassau-Suffolk	24,592	16.7	87
7.	Honolulu	24,060	27.3	142
8.	Washington, DC	23,958	18.5	96
9.	Newark, NJ	23,665	17.9	93
10.	Detroit	23,473	15.3	80
11.	Saginaw	23,460	12.6	66
12.	Flint	23,369	14.9	78
13.	Gary-Hammond-East Chicago	23,218	23.0	120
14.	Kokomo, IN	23,077	19.7	103
15.	Ann Arbor	23,059	16.0	83
16.	Kenosha	22,906	20.5	107
17.	Chicago	22,597	16.1	84
18.	Houston	22,578	25.3	132
19.	Davenport-Rock Island-Moline	22,463	24.8	129
20.	Midland, TX	22,419	31.4	164
21.	Anaheim-Santa Ana-Garden Grove	22,350	21.8	114
22.	Dubuque	22,217	26.2	137
23.	Long Branch-Asbury Park, NJ	22,142	19.1	100
24.	Richland-Kennewick-Pasco, WA	22,140	24.7	129
25.	Janesville-Beloit, Wi	22,012	19.4	101
	U.S.	**$17,924**	**+19.4%**	**100**

Low-income markets: The South still trails

Rank	Metro Market	Median Household EBI	% Gain 1977–79	Growth Index U.S. =100
300.	Laredo, TX	$10,622	21.4%	112
299.	McAllen-Pharr-Edinburg, TX	10,713	24.0	125
298.	Brownsville-Harlingen-San Benito, TX	11,623	20.2	105
297.	Daytona Beach, FL	11,667	26.8	140
296.	Joplin, MO*	11,918	19.5	102
295.	Sarasota	12,382	13.7	71
294.	Fort Smith, AR	12,587	18.7	97
293.	Bradenton	12,690	29.8	155
292.	Hattiesburg, MS*	12,758	12.1	63
291.	Meridian, MS*	13,178	16.0	83
290.	Athens, GA*	13,188	9.7	51
289.	Anniston, AL	13,281	15.2	79
288.	Gadsden, AL	13,328	17.6	92
287.	Tampa-St. Petersburg	13,622	27.3	142
286.	Panama City, FL	13,634	23.8	124
285.	Texarkana, AR-TX	13,702	24.0	125
284.	Alexandria, LA	13,783	22.1	115
283.	Johnson City-Kingsport-Bristol, TN	13,913	17.7	92
282.	Clarksville-Hopkinsville, TN-KY	14,059	19.9	104
281.	Florence	14,103	16.4	85
280.	Killeen-Temple, TX	14,280	19.9	104
279.	Lewiston-Auburn, ME	14,286	13.9	72
278.	Biloxi-Gulfport, MS	14,347	16.3	85
277.	Fayetteville, NC	14,382	19.6	102
276.	Columbus, GA	14,404	15.6	81
	U.S.	**$17,924**	**+19.4%**	**100**

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*Potential metro market as defined by Sales & Marketing Management.
Note: Median Household Effective Buying Income divides the market's households into two equal parts, with as many units above the figure as below it. 1977 is used as the base period for calculating % Gain because that is the year in which the most recent business census, Census of Retail Trade, was conducted. The Index is computed by dividing the all-U.S. % Gain, 19.4%, into the market's comparable figure.
Source: *Sales & Marketing Management's 1980 Survey of Buying Power.*

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21-1642

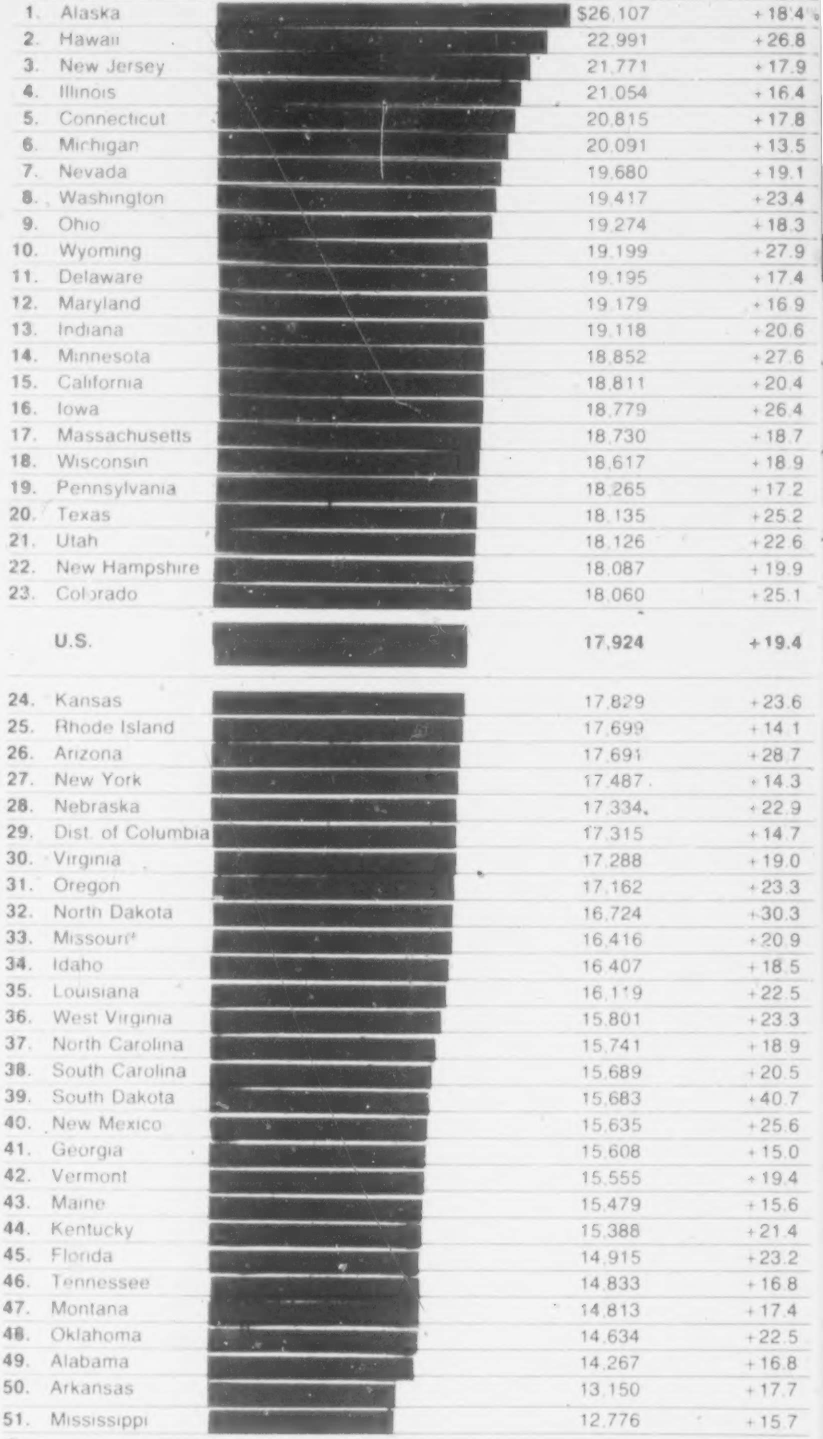
and Southwest. To get a handle on where consumer buying is concentrated, he first lists the states he sells in and their relative BPIs. Then he adds up the BPIs and arrives at a total of 30.1630. Because this figure represents his total marketing universe, so to speak, it is equivalent to 100.0000. Dividing this figure into each state's BPI gives him an adjusted BPI that will suggest the share of company sales volume that each state should produce. Thus Alabama should contribute 4.8881% of his total sales rather than the 1.4744% credited to it in the *Survey*.

State	*Survey BPI*	*Adjusted BPI*
AL	1.4744	4.8881
AR	.8594	2.8492
FL	4.1940	13.9045
GA	2.1121	7.0023
KY	1.4537	4.8195
LA	1.6483	5.4646
MS	.8799	2.9172
NC	2.2869	7.5818
SC	1.1573	3.8368
TN	1.7961	5.9546
VA	2.3079	7.6514
WV	.7620	2.5263
AZ	1.1118	3.6860
NM	.5149	1.7071
OK	1.2549	4.1604
TX	6.3494	21.0503

Now that he has a firmer grasp of what each state should produce, Tempest next evaluates their actual performance. He enters the most recent quarterly sales totals for each state and calculates its relative share of his total business. To determine how effectively each state delivered on its sales potential, he divides its share of company sales by the BPI, which gives him a quality index. Arkansas, for example, fell 7% short of its indicated potential. He learns that only six states did better than was expected of them. (See table, page A-27.)

When use of the BPI turns up results like this, it acts as a catalyst for futher analysis. Here, Tempest will look into

How states compare in median EBI per household



Rank	*State*	*Median Effective Buying Income Per Household*	*% Growth 1977–79*
1.	Alaska	$26,107	+18.4
2.	Hawaii	22,991	+26.8
3.	New Jersey	21,771	+17.9
4.	Illinois	21,054	+16.4
5.	Connecticut	20,815	+17.8
6.	Michigan	20,091	+13.5
7.	Nevada	19,680	+19.1
8.	Washington	19,417	+23.4
9.	Ohio	19,274	+18.3
10.	Wyoming	19,199	+27.9
11.	Delaware	19,195	+17.4
12.	Maryland	19,179	+16.9
13.	Indiana	19,118	+20.6
14.	Minnesota	18,852	+27.6
15.	California	18,811	+20.4
16.	Iowa	18,779	+26.4
17.	Massachusetts	18,730	+18.7
18.	Wisconsin	18,617	+18.9
19.	Pennsylvania	18,265	+17.2
20.	Texas	18,135	+25.2
21.	Utah	18,126	+22.6
22.	New Hampshire	18,087	+19.9
23.	Colorado	18,060	+25.1
	U.S.	**17,924**	**+19.4**
24.	Kansas	17,829	+23.6
25.	Rhode Island	17,699	+14.1
26.	Arizona	17,691	+28.7
27.	New York	17,487	+14.3
28.	Nebraska	17,334	+22.9
29.	Dist. of Columbia	17,315	+14.7
30.	Virginia	17,288	+19.0
31.	Oregon	17,162	+23.3
32.	North Dakota	16,724	+30.3
33.	Missouri	16,416	+20.9
34.	Idaho	16,407	+18.5
35.	Louisiana	16,119	+22.5
36.	West Virginia	15,801	+23.3
37.	North Carolina	15,741	+18.9
38.	South Carolina	15,689	+20.5
39.	South Dakota	15,683	+40.7
40.	New Mexico	15,635	+25.6
41.	Georgia	15,608	+15.0
42.	Vermont	15,555	+19.4
43.	Maine	15,479	+15.6
44.	Kentucky	15,388	+21.4
45.	Florida	14,915	+23.2
46.	Tennessee	14,833	+16.8
47.	Montana	14,813	+17.4
48.	Oklahoma	14,634	+22.5
49.	Alabama	14,267	+16.8
50.	Arkansas	13,150	+17.7
51.	Mississippi	12,776	+15.7

Note: Median EBI per household means there are as many households above the stated income figure a below it. It is a more reliable indicator of buying power than average EBI per household because the latte includes income from nonhousehold sources, such as institutions and military barracks, hence will alway be a higher figure than the median one. The year 1977 was chosen for computing % growth because tha is the year in which the most recent Census of Retail Trade was taken.
Source: *Sales & Marketing Management's 1980 Survey of Buying Power*
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1977–79 changes in regional markets

Region/States	1979 Population (Thous.)	% Change 1977–79	1979 Eff. Buy. Income ($000)	% Change 1977–79	1979 Retail Sales ($000)	% Change 1977–79	1979 Average EBI Per Household	Index U.S. =100
New England	**12,349.9**	**+0.2%**	**$91,932,021**	**+21.2%**	**$46,101,101**	**+14.2%**	**$21,291**	**103**
Connecticut	3,128.2	−0.4	26,151,222	+20.3	11,408,044	+ 9.4	23,917	116
Maine	1,106.0	+1.3	6,685,008	+19.4	4,206,303	+16.3	17,587	85
Massachusetts	5,787.5	−0.6	43,168,644	+21.4	21,839,723	+18.2	21,160	102
New Hampshire	897.8	+5.9	6,212,560	+29.6	3,790,024	+11.9	20,250	98
Rhode Island	933.1	−0.3	6,608,290	+16.2	3,058,066	+ 9.1	20,377	99
Vermont	497.3	+2.3	3,106,297	+25.1	1,798,941	+ 7.9	17,945	87
Mideast	**42,319.3**	**−1.1%**	**$323,306,581**	**+17.5%**	**$156,826,079**	**+19.9%**	**21,408**	**103**
Delaware	587.3	−0.5	4,477,759	+20.3	2,383,274	+11.4	21,982	106
District of Columbia	661.5	−4.6	6,203,867	+13.4	2,194,857	+ 5.3	22,284	108
Maryland	4,183.2	+0.1	31,329,279	+19.9	17,513,191	+21.8	21,802	105
New Jersey	7,341.8	−0.1	61,438,641	+20.3	29,923,898	+23.2	24,534	119
New York	17,776.0	−1.7	134,801,326	+15.5	60,959,809	+20.2	20,652	100
Pennsylvania	11,769.5	−0.9	85,055,709	+18.2	43,851,050	+17.7	20,489	99
Great Lakes	**41,418.9**	**+0.6%**	**$315,881,254**	**+20.4%**	**$170,793,653**	**+22.1%**	**22,020**	**106**
Illinois	11,259.3	−0.2	93,213,000	+19.1	47,413,145	+20.9	23,436	113
Indiana	5,386.4	+0.9	38,764,091	+23.4	21,458,728	+17.5	21,031	102
Michigan	9,223.1	+0.7	70,826,855	+17.1	40,460,676	+26.8	22,558	109
Ohio	10,811.6	+0.8	79,556,801	+22.1	42,767,014	+20.3	21,195	102
Wisconsin	4,738.5	+1.3	33,520,507	+23.7	18,694,090	+25.2	20,547	99
Plains	**17,246.7**	**+1.4%**	**$124,213,344**	**+28.8%**	**$70,892,046**	**+25.3%**	**$20,327**	**98**
Iowa	2,923.8	−0.1	21,950,997	+27.9	11,969,556	+21.7	21,279	103
Kansas	2,390.9	+2.2	18,235,029	+29.2	9,651,758	+25.4	20,924	101
Minnesota	4,071.8	+1.4	29,653,788	+31.8	17,266,654	+27.3	21,100	102
Missouri	4,899.3	+2.0	33,951,884	+24.9	20,165,638	+26.7	19,187	93
Nebraska	1,590.4	+0.7	11,398,181	+26.7	6,153,762	+19.6	19,993	97
North Dakota	668.1	+2.1	4,426,484	+34.6	2,847,922	+26.6	19,993	97
South Dakota	702.4	+0.1	4,596,981	+44.0	2,836,756	+29.9	19,043	92
Southeast	**50,385.7**	**+2.5%**	**$320,885,735**	**+25.3%**	**$191,464,431**	**+23.8%**	**$18,396**	**89**
Alabama	3,815.4	+2.4	22,213,753	+23.6	13,128,052	+22.6	16,962	82
Arkansas	2,221.8	+2.9	12,898,141	+23.2	7,702,117	+20.7	16,362	79
Florida	8,956.8	+3.5	63,889,652	+29.8	41,774,816	+33.0	18,613	90
Georgia	5,166.2	+2.8	31,980,353	+21.5	19,464,083	+22.3	18,429	89
Kentucky	3,554.3	+1.4	22,379,199	+25.7	13,066,768	+24.5	18,638	90
Louisiana	4,028.1	+2.5	25,337,118	+26.6	14,854,561	+19.6	19,363	94
Mississippi	2,433.6	+1.9	12,630,511	+19.7	7,988,953	+29.2	16,189	78
North Carolina	5,670.3	+1.8	35,755,229	+24.2	19,839,930	+17.8	18,487	89
South Carolina	2,967.9	+2.4	17,680,008	+26.9	10,155,390	+21.6	18,442	89
Tennessee	4,425.3	+3.0	27,292,954	+22.9	16,375,368	+19.4	17,570	85
Virginia	5,260.9	+2.2	36,924,599	+25.7	20,483,526	+23.9	20,673	100
West Virginia	1,885.1	+1.2	11,904,218	+27.6	6,6[illegible]0,867	+16.8	18,147	88
Southwest	**20,176.4**	**+4.8%**	**$144,681,198**	**+34.0%**	**$87,005,791**	**+29.4%**	**$20,589**	**100**
Arizona	2,495.5	+6.7	17,567,713	+39.2	10,175,459	+24.5	20,406	99
New Mexico	1,247.9	+2.7	7,750,223	+32.3	4,820,694	+19.9	18,431	89
Oklahoma	2,970.7	+4.9	19,834,715	+31.7	11,067,388	+19.9	17,762	86
Texas	13,462.3	+4.6	99,528,547	+33.7	60,942,250	+33.0	21,501	104
Rocky Mountain	**6,321.1**	**+5.4%**	**43,306,182**	**+31.1%**	**$26,269,354**	**+22.2%**	**$19,958**	**96**
Colorado	2,783.9	+4.8	20,628,204	+32.2	12,040,285	+22.6	20,730	100
Idaho	914.7	+5.1	5,820,723	+26.0	3,677,937	+21.9	18,777	91
Montana	800.9	+3.3	4,974,408	+25.0	3,490,057	+22.6	17,177	83
Utah	1,363.4	+6.6	8,338,805	+30.9	4,898,139	+18.1	20,196	98
Wyoming	458.2	+0.5	3,544,042	+43.9	2,162,936	+30.8	21,836	106
Far West	**31,364.4**	**+4.3%**	**$254,436,569**	**+29.3%**	**$138,166,180**	**+23.2%**	**$21,678**	**105**
Alaska	421.9	+0.2	3,879,806	+17.9	2,117,826	+15.7	31,906	154
Hawaii	917.9	+1.5	7,241,250	+30.8	3,831,635	+16.3	26,859	130
California	22,870.7	+3.9	188,288,064	+28.6	100,410,752	+23.9	21,625	105
Nevada	708.3	+0.4	5,793,774	+34.6	3,894,211	+26.9	22,080	107
Oregon	2,534.5	+5.4	18,153,771	+31.9	11,509,342	+23.1	19,319	93
Washington	3,911.1	+5.9	31,079,904	+32.6	16,402,414	+21.5	21,634	105
U.S.	**221,582.4**	**+1.7%**	**$1,618,642,884**	**+24.2%**	**$887,518,635**	**+22.7%**	**$20,685**	**100**

Note: Details may not add to totals due to rounding. EBI per household Index computed by dividing the state/region figure by the U.S. equivalent. $20,685.

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the reasons why the markets with an index below 100 did not measure up to their potentials. He will then be in a stronger position to take those corrective actions that will strengthen selling efforts in his weaker markets.

State	% of Sales	Quality Index
AL	4.4776	92
AR	2.6406	93
FL	16.6475	120
GA	7.2331	103
KY	4.9369	102
LA	5.3961	99
MS	2.8703	98
NC	7.6923	102
SC	3.7887	99
TN	5.6257	95
VA	7.9219	104
WV	2.2962	91
AZ	4.2480	115
NM	1.6073	94
OK	2.7555	66
TX	19.8622	94

This kind of analysis also tells Tempest the volume of additional sales he can expect if the deficient territories had delivered their potential. For example, if Alabama's share-of-sales had matched its share-of-BPI, the state's actual $390,000 of business would have increased to $426,000. All told, bringing the 10 lagging states up to par would have lifted total quarterly sales volume from $8,701,000 to $9,061,000.

Assigning quotas, or sales goals, to independent distributors is always a touchy chore. While they are usually paid commissions based on what

The format of this overview of regional markets is changed from the one in previous "Surveys." Because the "Survey" benchmarks were revised to reflect findings from the 1977 Census of Retail Trade, 1977 was chosen as the base year for computing changes in population, Effective Buying Income, and retail sales. Thus, the reader can get a better idea of how the three critical components of market dynamics are changing in relation to one another.

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The new REDUCING WASTED TIME program is aimed at reducing distracting behavior in the workplace. First, there's a humorous film titled "Why didn't somebody tell me?" with Hans Conried, who is absolutely outrageous as he confronts employees whose habits waste company time. This is followed up with a 20-page booklet (one version for employees, another for supervisors) which expands on points made in the film and includes a confidential questionnaire employees can use to identify problems in their own workplace. There is also a special Program Director's Guide that shows you how to use the program most effectively.

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they sell, which makes them attractive from a cost point of view, the marketer wants to make sure the distributors are realizing the potential that exists in their areas. Carol Denis, sales manager of Handy Aid Co., a maker of small appliances, knows from prior research that she can expect to gain $220 in product sales for every $1 million of total retail sales in a market. Using the *Survey*'s retail sales totals for the six New England states, she estimates she should derive approximately $10,142 in product sales in that region. She arrives at this estimate by multiplying each state's total retail sales by $220.

Because she is assigning sales targets on a factual basis—using ratios generated by market research and applying them to the most current statistics available, as provided by the *Survey*—she is in a stronger position to sell the distribu-

Retail sales: A scramble for first place

Rank	*Metro Market*	*1979 Retail Sales ($ Mil.)*	*% Increase 1977–79*	*Retail Sales Per Household*
1.	Los Angeles-Long Beach	$31,089	20.1%	$11,035
2.	Chicago	30,309	20.2	12,409
3.	New York	29,025	17.0	7,999
4.	Detroit	20,648	30.3	13,903
5.	Philadelphia	17,376	17.5	10,577
6.	San Francisco-Oakland	14,683	21.0	11,199
7.	Boston	14,664	15.1	10,732
8.	Houston	14,501	38.2	14,865
9.	Dallas-Fort Worth	13,700	33.0	13,848
10.	Washington, DC	13,637	19.5	12,562
11.	Nassau-Suffolk	11,144	21.6	13,390
12.	St. Louis	9,954	24.7	12,269
13.	Minneapolis-St. Paul	9,853	32.1	13,663
14.	Anaheim-Santa Ana-Garden Grove	9,550	29.4	13,342
15.	Pittsburgh	8,768	16.5	10,869
16.	Baltimore	8,415	22.7	11,252
17.	Atlanta	8,375	23.3	12,715
18.	Cleveland	8,326	24.5	12,155
19.	Newark, NJ	7,674	22.2	11,619
20.	San Diego	7,513	27.4	10,665
21.	Seattle-Everett	7,433	26.7	12,702
22.	Denver-Boulder	7,176	22.3	12,555
23.	Miami	7,170	28.9	12,615
24.	Tampa-St. Petersburg	6,522	34.5	10,499
25.	Kansas City	6,385	30.2	12,839

Notes: % increase calculated before rounding. 1977 is the base year for calculating % increase because the most recent Census of Retail Trade was conducted in that year.

Dramatic population shifts in the 1970s

States with the fastest population growth . . .

Growth Rank	*State*	*% Change 1970–79*	*Numerical Change (Thous.) 1970–79*	*1979 Population (Thous.)*
1.	Nevada	+45.2%	+ 220.6	708.3
2.	Arizona	+40.6	+ 720.7	2,495.5
3.	Alaska	+40.0	+ 120.6	421.9
4.	Wyoming	+38.3	+ 126.9	458.2
5.	Florida	+32.0	+ 2,168.8	8,956.8
6.	Utah	+28.9	+ 305.7	1,363.4
7.	Idaho	+28.7	+ 203.8	914.7
8.	Colorado	+26.2	+ 577.6	2,783.9
9.	New Mexico	+22.9	+ 232.6	1,247.9
10.	New Hampshire	+21.8	+ 160.6	897.8
	Ten-state Total	**+31.3%**	**+ 4,837.9**	**20,248.4**

. . . and the slowest or no growth

Growth Rank	*State*	*% Change 1970–79*	*Numerical Change (Thous.) 1970–79*	*1979 Population (Thous.)*
51.	Dist. of Columbia	−12.6%	− 95.1	661.5
50.	New York	− 2.5	− 462.8	17,776.0
49.	Rhode Island	− 1.7	− 16.4	933.1
48.	Pennsylvania	− 0.2	− 27.8	11,769.5
47.	Illinois	+ 1.4	+ 153.9	11,259.3
46.	Ohio	+ 1.5	+ 158.3	10,811.6
45.	Massachusetts	+ 1.7	+ 99.0	5,787.5
44.	New Jersey	+ 2.4	+ 171.7	7,341.8
43.	Connecticut	+ 3.2	+ 96.3	3,128.2
42.	Iowa	+ 3.7	+ 103.7	2,923.8
	Ten-state total	**+ 0.2**	**+ 180.8**	**72,392.3**
	U.S.	**+ 9.1**	**+18,439.4**	**221,582.4**

Source: *Sales & Marketing Management's 1980 Survey of Buying Power*

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Household income growth in the 1970s

States with the fastest growth . . .

Growth Rank	*State*	*% Growth Median EBI Per Household 1971–79*	*Growth Index U.S. = 100*
1.	Wyoming	160%	143
2.	Alaska	151	135
3.	Delaware	137	122
3.	Texas	137	122
5.	West Virginia	135	121
6.	Mississippi	134	120
7.	Arkansas	133	119
8.	Utah	132	118
9.	Colorado	130	116
9.	Idaho	130	116
9.	Kentucky	130	116

. . . and the slowest

Growth Rank	*State*	*% Growth Median EBI Per Household 1971–79*	*Growth Index U.S. = 100*
51.	Dist. of Columbia	71%	63
50.	New York	81	72
48.	South Dakota	98	88
48.	Montana	98	88
47.	Vermont	100	89
46.	Rhode Island	101	90
44.	Massachusetts	102	91
44.	Maine	102	91
43.	California	106	95
42.	Connecticut	108	96
	U.S.	**112%**	**100**

Note: Growth Index is calculated by dividing the U.S.'s 112% growth into the state's % growth. 1971 is the base period because that is the year new income data from the 1970 Census were included in *Survey of Buying Power* EBI estimates.

State	Retail Sales	Product Volume
CT	$11.4M	$2,508
ME	4.2	924
MA	21.8	4,796
NH	3.8	836
RI	3.1	682
VT	1.8	396

tors on their allocated goals. Also, as the selling season proceeds, she can use each state's expected share of sales as a measurement tool for evaluating the performance of individual distributors.

Allocating advertising dollars for his automotive tune-up kit is a prime concern of Luigi Naples, marketing manager of Cox Supplies Co. He sells in 10 Southern metro markets which are roughly similar in size, from Macon, GA, with a population of 248,400, to Lubbock, TX, 205,200. If he allocated the ad dollars on a population basis, the division among the 10 markets would be pretty even, from 11.1% for Macon down to 9.2% for Lubbock.

However, because the *Survey* data allow him to plan on a more sophisticated level, he decides to evaluate the markets from two vantage points: household spending and automotive sales. He divides the retail sales per household for each market by the all-U.S. average, $11,342, and gets indexes ranging from 140 for Lubbock, TX, which means 40% above average, down to 90 for Killeen-Temple, TX, or 10% below average.

Because of his product's close kinship with motor vehicle ownership, he totals the automotive dealer sales for the 10 markets and computes each market's relative share of the overall total. Again, Lubbock scores high, with a 14.8% share, while Fayetteville, NC, comes in low with an 8.1% share. Combining the two factors he has developed, Naples then multiplies the household index by the automotive percent share, and totals the resulting figures. He then computes each market's share of the total. This gives him a significantly different allocation picture from the one suggested by population, but one that is more closely linked to his marketing objectives.

As marketers scan S&MM's metro markets for the brightest sales opportunities, comparative market quality is always a critical consideration. Meal-Time Services, a vendor of cooking ingredients, is concerned about the decline in real sales suffered by restaurants

Market	Population Share	Advertising Share
Macon, GA	11.1%	9.9%
McAllen-Pharr-Edinburg, TX	10.9	10.4
Fayetteville, NC	10.6	7.4
Columbus, GA	10.1	9.4
Daytona Beach, FL	10.0	9.6
Savannah, GA	9.8	8.3
Roanoke, VA	9.7	10.5
Killeen-Temple, TX	9.4	7.0
Galveston-Texas City, TX	9.2	8.6
Lubbock, TX	9.2	18.9

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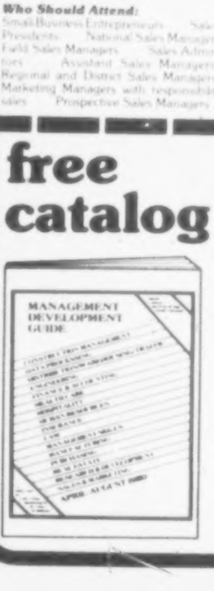

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as a result of the recession and climbing gasoline prices. John Kearns, Midwestern regional sales manager, thinks the growing number of supermarket delicatessen sections may help lagging sales.

Interested in learning whether markets differ significantly in the way consumers spend their food dollar, he picks nine markets that cluster together as far as median EBI per household is concerned. He lists for each market its food store sales and eating and drinking places sales, then totals the two figures. Computing the share represented by food stores, he learns that the markets, indeed, show distinctive traits—from 76% in Hamilton-Middletown, OH, down to 60% in Madison, WI.

Market	*Food Spending ($000)*	*Food Store Share*
Decatur, IL	$174	72%
Wichita, KS	525	65
Indianapolis, IN	1,397	70
Hamilton-Middletown, OH	318	76
Dayton, OH	1,011	71
Elkhart, IN	177	70
Madison, WI	427	60
Marion, IN	87	75
Fargo-Moorhead, ND	189	61

As the preceeding diverse examples illustrate, the *Survey*'s informational resources will serve the marketer much the way Francis Bacon wrote about books: "Some books are to be tasted, others to be swallowed, and some few to be chewed and digested." The *Survey*'s data provide a broad menu of decision-making aids, which, when seasoned with the marketer's personal knowledge, can be combined in innovative recipes that blend successful selling strategies and profitable payoffs. S&MM

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Where household EBI is soaring and lagging

The fastest-growth states . . .

Growth Rank	State	% Growth In Median EBI Per Household 1977–79	Growth Index U.S.=100	Median EBI Per Household 1979	Household EBI Index U.S.=100
1.	South Dakota	+40.7%	210	$15,683	87
2.	North Dakota	+30.3	156	16,724	93
3.	Arizona	+28.7	148	17,691	99
4.	Wyoming	+27.9	144	19,199	107
5.	Minnesota	+27.6	142	18,852	105
6.	Hawaii	+26.8	138	22,991	128
7.	Iowa	+26.4	136	18,779	105
8.	New Mexico	+25.6	132	15,635	87
9.	Texas	+25.2	130	18,135	101
10.	Colorado	+25.1	129	18,060	101

. . . and states with slowest growth

Growth Rank	State	% Growth In Median EBI Per Household 1977–79	Growth Index U.S.=100	Median EBI Per Household 1979	Household EBI Index U.S.=100
51.	Michigan	+13.5%	70	$20,091	112
50.	Rhode Island	+14.1	73	17,699	99
49.	New York	+14.3	74	17,487	98
48.	Dist. of Columbia	+14.7	76	17,315	97
47.	Georgia	+15.0	77	15,608	87
46.	Maine	+15.6	80	15,479	86
45.	Mississippi	+15.7	81	12,776	71
44.	Illinois	+16.4	85	21,054	117
42.	Tennessee	+16.8	87	14,833	83
42.	Alabama	+16.8	87	14,267	80
	U.S.	**+19.4%**	**100**	**$17,924**	**100**

Note: Median Household Effective Buying Income divides the market's households into two equal parts, with as many units above the figure as below it. Indexes are calculated by dividing the U.S. equivalents—$17,924 for median household EBI and 19.4% for the 1977–79% change—into the state's comparative figures. 1977 was chosen as the base period because the most recent Census of Retail Trade was conducted in that year.
Source: *Sales & Marketing Management's 1980 Survey of Buying Power.*
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Supermetros: Slower growth, but still important

Consolidated Metro Market	1979 Population (Thous.)	% Change 1970–79	Average EBI Per Household	EBI Index U.S.=100	Buying Power Index
New York-Newark-Jersey City-Bridgeport	16,813.4	− 3.9%	$23,112	112	7.8802
Los Angeles-Long Beach-Anaheim	11,034.6	+10.6	21,796	105	5.4990
Chicago-Gary	7,646.7	+ 0.5	25,098	121	3.8591
Philadelphia-Wilmington-Trenton	5,611.9	− 0.3	23,041	111	2.5805
San Francisco-Oakland-San Jose	4,797.9	+ 8.4	24,176	117	2.5808
Detroit-Ann Arbor	4,630.5	− 0.8	25,750	124	2.4075
Cleveland-Akron-Lorain	2,868.8	− 4.4	22,945	111	1.3758
Houston-Galveston	2,985.5	+37.6	25,265	122	1.6054
Miami-Fort Lauderdale	2,422.5	+28.3	21,239	103	1.2617
Seattle-Tacoma	1,982.1	+ 7.9	22,278	108	.9963
Cincinnati-Hamilton	1,647.7	+ 2.1	21,802	105	.7559
Milwaukee-Racine	1,591.9	+ 1.1	22,570	109	.7615
Total	**64,033.5**	**+ 3.5%**	**$23,298**	**113**	**31.5637**

Note: The EBI Index is calculated by dividing the U.S. average, $20,685, into the market's comparative average EBI per household. The Buying Power Index is a weighted index that converts a market's population, Effective Buying Income, and retail sales into a share of the U.S. potential.
Source: *Sales & Marketing Management's 1980 Survey of Buying Power.*
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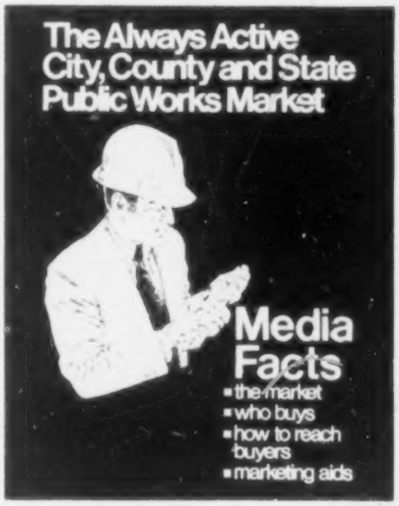

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Sample tables from the Survey

The numbers that appear beneath the individual column heads in the sample tables shown here are coded to the "Definition of Terms," which starts below. The definitions appear alphabetically in the Definition section, and each one is accompanied by the appropriate number that appears beneath the column headings on this page. Thus the definition for "Age Groups of Population" contains a reference to Columns 4-7. Using the code numbers in conjunction with the appropriate definition will make the individual column topics more intelligible to you and thus enhance your ability to profit from the *Survey* data.

Section C: U.S. Metro Areas, Counties, Cities

S&MM ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

S&MM ESTIMATES	$$ EFFECTIVE BUYING INCOME 1979							S&MM ESTIMATES	$$ EFFECTIVE BUYING INCOME 1979						
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000-$9,999 (B) $10,000-$14,999 (C) $15,000-$24,999 (D) $25,000 & Over				Buying Power Index	**METRO AREA** County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000-$9,999 (B) $10,000-$14,999 (C) $15,000-$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D					A	B	C	D	
	16	17	18	19	20	21	22		16	17	18	19	20	21	22

Section D: Canada

S&MM ESTIMATES		POPULATION 12/31/79				RETAIL SALES BY STORE GROUP—1979											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41

S&MM ESTIMATES		$$ EFFECTIVE BUYING INCOME—1979				% of Households by EBI Group (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over							$$ EFFECTIVE BUYING INCOME—1979				% of Households by EBI Group (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E	**County** City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
	23	42	43	44	45	46	47	48	49	50		23	42	43	44	45	46	47	48	49	50

Definition of terms used in the Survey

The following definitions pertain to both U.S. and Canadian data. However, the Standard Industrial Classification (SIC) industry codes shown for retail store groups are those used in the U.S. Column numbers refer to the sample tables illustrated on this and facing page. When you use the Canadian statistics, substitute "Canada" for "U.S." in the definitions. Also, to facilitate usage of the two *Surveys* we publish each year, we indicate whether the data appear in the *Survey of Buying Power* (SBP) and/or *Survey of Buying Power—Part II* (SBP—II).

AGE GROUPS OF POPULATION (Columns 4-7). Population breakdowns for four age groups are useful for marketers because age groups are associated with lifestyle changes. Thus 18 to 24 year olds represent the household-forming stage. **SBP**

APPAREL & ACCESSORIES STORES (Column 33) (SIC Major Group 56). Establishments engaged primarily in selling new clothing and related articles. It is a broadly inclusive group, embracing—besides men's and women's clothing stores—custom tailors, tailor shops, corset and lingerie stores, furriers, millinery stores, hosiery shops, women's specialty stores, and shoe stores. However, apparel and accessories sales made in department and general merchandise stores are not included. **SBP, SBP—II**

AUTOMOTIVE DEALERS (Columns 14, 35) (SIC Major Group 55, except Subgroup 554). Included are retail outlets selling cars—domestic and imported, new and used. Motorcycle dealers, household trailer dealers, boat dealers, and "other" automotive dealers (such as tire, battery, and accessory dealers and auto and home supply stores) round out the group. **SBP, SBP—II**

AVERAGE HOUSEHOLD EFFECTIVE BUYING INCOME (Column 45, U.S. State Summary on EBI, B-5). Total Effective Buying Income (EBI) divided by the number of households. Often used as an indicator of market quality, but it can be misleading, particularly in areas where there is a disproportionate share of college, military, and other types of institutional population housed in group quarters not considered households. Because total EBI includes such income, a per household average credits households with income not properly theirs. (See also Median Household EBI). **SBP, SBP—II**

BLACK POPULATION. Updated from the Census Bureau's 1970 Census of Population and Housing, it is a head-count estimate of persons who consider themselves members of the Negro or black race and who lived in the area at the end of the year. **SBP—II**

BUILDING MATERIALS, HARDWARE DEALERS (Metro Ranking Table, B-37)(SIC Major Group 52). This mixed group includes retail establishments whose main business is selling lumber, building materials, paint, glass, wallpaper, and basic hardware to the general public even if sales to contractors account for a larger share of total sales. Retail nurseries, lawn-and-garden supply stores, and mobile home dealers are in this group. **SBP**

BUYING POWER INDEX (BPI) (Columns 22, 40). A weighted index that converts three basic elements—population, Effective Buying Income, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S./Canada potential. It is calculated by giving a weight of 5 to the market's percent of U.S./Canada Effective Buying Income, 3 to its percent of retail sales, and 2 to its percent of population. The total of those weighted percents is then divided by 10 to arrive at the BPI.

The BPI, probably one of the *Survey of Buying Power's* most widely used single market measures, is most useful in estimating the potential for mass products sold at popular prices. The further a product is removed from the mass market, the greater is the need for a BPI modified by more discriminating factors—income, age, sex, etc. **SBP, SBP—II**

CANADIAN METROPOLITAN AREA (CMA). Statistics Canada, Ottawa—the federal government's data-collection agency—defines metropolitan areas by labor markets, using the boundaries of minor civil divisions (below the county level). Each CMA comprises a continuous built-up area (the "urbanized core") together with adjoining areas with high levels of commuting to or from that core. Sales & Marketing Management defines metropolitan areas for Canada by counties because current data, especially sales data, are usually available on a county basis. (See County.) The U.S. used a system similar to Canada's prior to the 1950 census, when it switched over to county boundaries. **SBP, SBP—II**

CENTRAL CITY. A city whose name is included in the name of a metropolitan area. The title of a Standard Metropolitan Statistical Area (SMSA), or a potential metropolitan area as defined by Sales & Marketing Management, includes the name of the largest city and the names of no more than two other area cities with populations that meet certain criteria of absolute and relative size. There are two exceptions: (1) the Nassau-Suffolk SMSA, which has no central cities, and (2) the Northeast Pennsylvania SMSA, whose central cities are the same as those of the two former SMSAs from which it was formed. The title of a New England County Metropolitan Area contains the names of all the SMSA central cities in the area. **SBP**

CITY. An aggregation of people and retail outlets with corporate limits within which city government, as an incorporated state agency, can legally exercise authority. This year's *Survey* lists 662 U.S. cities that either (1) had 40,000 or more population in the 1970 census, (2) are central cities of metropolitan areas, or (3) function independently of counties. Kannapolis, NC, is the only nonincorporated central city. It is considered to lie within the limits delineated for Census Bureau purposes. (See Central City and Independent City.) **SBP**

CONSOLIDATED METROPOLITAN AREA. A large metropolitan complex comprising a metropolitan area of a million people or more together with other contiguous metropolitan areas, the population of each of which is at least 75% urban and meets certain minimum criteria of integration with the central metropolitan area. Under new federal criteria to be implemented with 1980 Census data, it's likely that several more consolidated areas will be named. **SBP, SBP—II**

COUNTY. The primary political administrative subdivision of a state, the county is widely used in marketing because: (1) Current available data below the state level is greatest at the county level. (2) Geographic boundaries are rarely altered. (3) Complete national coverage is achieved by adding all counties. (4) The U.S.'s 3,141 county units are manageable building blocks for alignment of sales territories. (5) County boundaries are readily indentifiable.

For Louisiana, parishes are used in lieu of counties; for Alaska, census divisions. The District of Columbia is treated as a single county unit. In Virginia, all cities are by law independent of counties; hence, the *Survey* treats them as county units. The cities of Baltimore, MD, St. Louis, MO, and Carson City, NV, are also independent cities. In addition, the county formerly known as Muscogee County, GA, is administered by the consolidated city-county government of Columbus; hence, that county is listed as Columbus. In the 1980 Survey, Jackson and Washabaugh counties, SD, are merged, retaining the Jackson name, in line with a state decision. **SBP, SBP—II**

DEPARTMENT STORES (SIC Subgroup 531). Establishments that employ 25 or more persons and have combined sales of soft goods and apparel representing at least 20% of total sales. Furthermore, the establishment must sell minimum amounts of (1) furniture, home furnishings, appliances, radios, and TV sets; (2) a general line of apparel; and (3) household linens and dry goods. So-called mass merchandisers and discount stores are included if they meet the above criteria. Department store sales are included in the General Merchandise Store sales totals. **SBP—II**

DRUGSTORES (Columns 15, 38) (SIC Subgroup 591). Includes both drugstores and proprietary stores. Drugstores fill and sell prescriptions; proprietary stores do not. Both sell drugs, proprietary medicines, and other health and first-aid products. Both may sell a number of related lines—cosmetics, toiletries, candy, tobacco products, magazines, toys, etc.—and may operate a soda fountain or lunch counter. **SBP, SBP—II**

EATING & DRINKING PLACES (Columns 11, 31) (SIC Major Group 58). Includes establishments selling prepared food and drinks for consumption on or near the premises or for takeout, as well as lunch counters and refreshments stands selling prepared foods and drinks for immediate consumption. Also included are caterers and in-plant food contractors, as well as leased eating and/or drinking concessions in theatres, hotels, amusement parks, etc. **SBP, SBP—II**

EFFECTIVE BUYING INCOME (EBI) (Columns 16, 42). A classification exclusively developed by Sales & Marketing Management, it is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Market Statistics, the research division of Bill Communications that prepares the *Survey* data, removes from this figure compensation paid to military and diplomatic personnel stationed overseas to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income group should be considered. **SBP, SBP—II**

EFFECTIVE BUYING INCOME, AVERAGE HOUSEHOLD. (See Average Household Effective Buying Income.)

EFFECTIVE BUYING INCOME, HOUSEHOLD GROUP. (See Households By Effective Buying Income Group.)

EFFECTIVE BUYING INCOME, MEDIAN HOUSEHOLD. (See Median Household Effective Buying Income.)

EFFECTIVE BUYING INCOME, PER CAPITA. (See Per Capita Effective Buying Income.)

FOOD STORES (Columns 10, 30) (SIC Major Group 54). Establishments selling food primarily for home consumption. **SBP, SBP—II**

FURNITURE, HOME FURNISHINGS & APPLIANCE STORES (Columns 13, 34) (SIC Major Group 57). A combination of several subgroups that sell goods for furnishing the home, including furniture, floor coverings, draperies, glass and chinaware, stoves, refrigerators, and other household appliances. **SBP, SBP—II**

GASOLINE SERVICE STATIONS (Column 36) (SIC Subgroup 554). Includes both "gas stations" and garages whose receipts come mostly from sales of gasoline and oil. Besides those main products they also sell tires, batteries, and accessories. **SBP**

GENERAL MERCHANDISE STORES (Columns 12, 32) (SIC Major Group 53). Includes department stores, limited-price variety stores ("5 & 10's"), and general merchandise stores. Establishments selling used general merchandise and those selling by mail, vending machine, or direct selling are classified by the Census Bureau as "miscellaneous retail stores" (SIC 59). **SBP, SBP—II**

HARDWARE STORES (Column 37) (SIC Subgroup 525). Primarily sell basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for more than 50% of total sales. *Note:* Usually included as part of Building Materials Group in U.S., Hardware Dealers are listed separately in Canadian Section because Statistics Canada treats them as wholesalers. **SBP**

HOUSEHOLD (Columns 8, 26). A household consists of all the people occupying a single housing unit under 1970 census rules—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

All persons who are not members of households are regarded as living in group quarters: institutions, college dormitories, military barracks, etc. Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes group quarters. **SBP, SBP—II**

HOUSEHOLD HEAD. The person so regarded by members of the household. Because, under census rules, each household must have a head, the number of household heads is always the same as the number of households. Two types of household head are recognized by the Census Bureau. A family head is a household head living with one or more persons who are related to him or her by blood or marriage. A primary individual is a household head living alone or with nonrelatives only.

HOUSEHOLDS BY EFFECTIVE BUYING INCOME GROUP (Columns 18-21, 46-50). A household's available spending potential is also used by marketers who want to aim their efforts at those most likely to buy. **SBP**

INDEPENDENT CITY. Several cities in the U.S. that do not fall within official county boundaries are treated as independent entities by the Census Bureau. The *Survey* lists those independent cities as county entities. Except for St. Louis, MO; Baltimore, MD; and Carson City, NV, which replaced Ormsby County, all independent cities are in the state of Virginia. These are Alexandria, Bedford, Bristol, Buena Vista, Charlottesville, Chesapeake, Clifton Forge, Colonial Heights, Covington, Danville, Emporia, Fairfax, Falls Church, Franklin, Fredericksburg, Galax, Hampton, Harrisonburg, Hopewell, Lexington, Lynchburg, Manassas, Manassas Park, Martinsville, Newport News, Norfolk, Norton, Petersburg, Poquoson, Portsmouth, Radford, Richmond, Roanoke, Salem, South Boston, Staunton, Suffolk, Virginia Beach, Waynesboro, Williamsburg, and Winchester. **SBP, SBP—II**

MEDIAN AGE (Column 3). A calculation that divides the age distribution of the population into two equal groups, with one-half of the population younger, and one-half older, than the median figure. **SBP**

MEDIAN HOUSEHOLD EFFECTIVE BUYING INCOME (Column 17). This figure divides the income distribution into two equal parts, with one-half the households above it, the other half below it. It is a more reliable indicator of an area's relative income level than is Average Household Effective Buying Income because it is less likely to be skewed by statistical oddities. (See Average Household Effective Buying Income). **SBP**

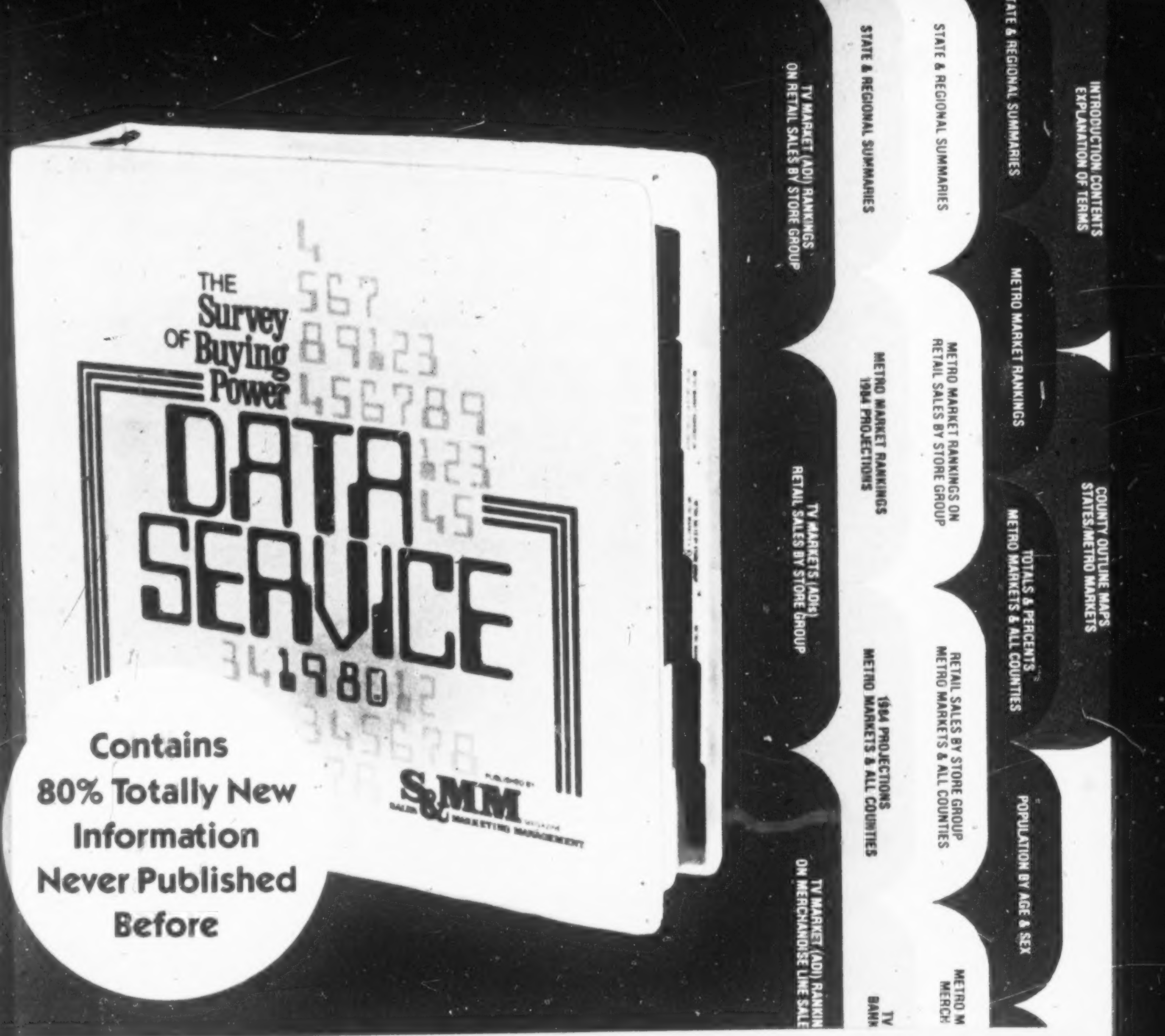
MERCHANDISE LINE SALES. These data show total sales of nine broad product categories, such as groceries and other food products, toiletries, footwear, and so on. Because merchandise line sales data were not available from the 1977 Census of Retail Trade, the 1980 *Survey* estimates are updated from the 1972 Census. If the Census Bureau releases its data on time, updates from the 1977 Census will be included in *Survey-II*. Merchandise line totals are becoming increasingly popular because they give a more realistic estimate of a product's area potential than is provided by store-type sales. **SBP—II**

METROPOLITAN AREA (See Standard Metropolitan Statistical Area.)

METROPOLITAN AREA CODE (Column 23). This is a numbering system to identify constituent metro counties in the *Survey*'s Canadian tables. Starting with the numeral 1 and following the alphabetic sequence of metropolitan areas, it assigns an identifying number to each metropolitan area and its member counties. **SBP, SBP—II**

NEW ENGLAND COUNTY METROPOLITAN AREA (NECMA). The U.S. Office of Federal Statistical Policy and Standards (OFSPS) defines these areas (intentionally not designated as "standard" metro areas) by applying to the New England counties the same criteria used in establishing Standard Metropolitan Statistical Areas (SMSAs) outside New England. **SBP, SBP—II**

(Continued on page A-39)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1980
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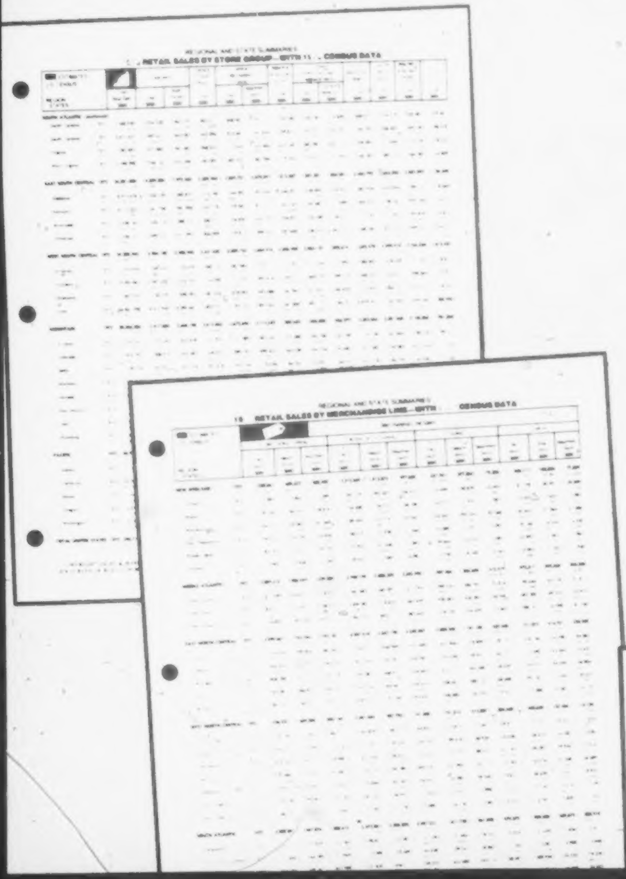

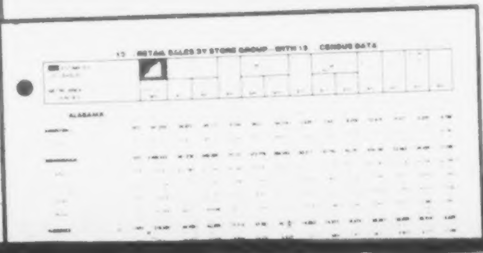

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Total Retail Sales, Food Stores, Supermarkets, Eating And Drinking Places, General Merchandise Stores, Department Stores, Apparel And Accessories Stores, Furniture/Home Furnishings/Appliance Stores, Furniture And Home Furnishing Stores, Automotive Dealers, Gasoline Service Stations, Building Materials And Hardware Dealers, Drug Stores

VOLUME III—SECTION 19
RETAIL SALES BY STORE GROUP FOR TELEVISION MARKETS (ADIs)
Total Retail Sales, Food Stores, Supermarkets, Eating And Drinking Places, General Merchandise Stores, Department Stores, Apparel And Accessories Stores, Furniture/Home Furnishings/Appliance Stores, Furniture And Home Furnishing Stores, Automotive Dealers, Gasoline Service Stations, Building Materials And Hardware Dealers, Drug Stores

VOLUME III—SECTION 20
TELEVISION MARKET (ADI) RANKINGS—RETAIL SALES BY MERCHANDISE LINE
Groceries And Other Foods, Drugs And Other Health Aids, Furniture And Other Sleep Equipment, Major Household Appliances, Radio/ TV/ Musical Instruments, Men's And Boys' Clothing, Women's And Girls' Clothing, Footwear, Toiletries

VOLUME III—SECTION 21
RETAIL SALES BY MERCHANDISE LINE CATEGORY FOR TELEVISION MARKETS (ADIs)
Groceries And Other Foods, Drugs And Other Health Aids, Furniture And Other Sleep Equipment, Major Household Appliances, Radio/ TV/ Musical Instruments, Men's And Boys' Clothing, Women's And Girls' Clothing, Footwear, Toiletries

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Here are just some of the users and uses for the information found in the new DATA SERVICE

1

MARKETING/PRODUCT MANAGEMENT

define market potential
evaluate sales performance
determine distribution pattern
examine weaknesses & strengths in
relation to existing market
develop index of product demand
determine product potentials
select markets, strategy, & ad support
for new products
create buying power indexes for
special products

2

SALES MANAGEMENT

map sales territories
set quotas
set objectives for branches, dealers,
distributors, wholesalers & retailers
analyze sales variations
route sales force—rate its efficiency
compare potentials/travel time
spot performance weaknesses
modernize sales organization

3

ADVERTISING/MEDIA

set budgets—allocate advertising
dollars—spot media decisions
city, country, metro areas
analyze TV markets (ADI's)
compare media coverage/market size
select test markets
apply advertising pressure where
needed
check ad results against potential sales

4

MARKET ANALYSIS

check year-to-year changes
spot high income concentrations
relate household incomes to price tags
trace population shifts—review
market changes
choose market by demographics
forecast regional and national totals
differentiate markets by retail sales
price
select quality markets

The brand new completely updated and expanded 1980 **Survey of Buying Power DATA SERVICE** will be released in three sections

SECTION I
DEMOGRAPHIC AND ECONOMIC DATA
Issued July 1980
AREAS COVERED: All Countries, Metropolitan Areas, Standard Consolidated Areas, States.

SECTION II
RETAIL SALES DATA
Issued August 1980
AREAS COVERED: All Countries, Metropolitan Areas, Standard Consolidated Areas, States.

SECTION III
PROJECTIONS AND SUMMARIES FOR TV MARKETS
Issued October 1980
Metropolitan and non-Metropolitan Are

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Sales Builders Division

NEWSPAPER MARKET. To qualify, a city must have at least one daily newspaper with a minimum paid circulation of 25,000. If two or more qualifying cities are in the same county, they are combined into a multiple-newspaper market. For a newspaper city to be part of a multiple-newspaper market name, it must be at least one-third as large as the largest city in the market, or part of the metropolitan name. Each county in a newspaper market is one in which the combined qualified newspapers penetrate more than 20% of the households. **SBP—II**

PER CAPITA EFFECTIVE BUYING INCOME (Column 44; U.S. State Summary on Effective Buying Income, B-5). This is an arithmetic average obtained by dividing Total Effective Buying Income by Total Population. It measures an area's spending power by eliminating the impact of population size. However, because population is measured as of Dec. 31, whereas EBI is measured as a flow over the calendar year, a significant change in population during the year can distort the per capita figure. **SBP**

PERCENT OF U.S./CANADA (Columns 2, 25, 29, 43). A market's share of the total U.S./Canada population, Effective Buying Income, or retail sales, it shows the relative importance of the geographic area's demographic or socioeconomic factors. **SBP**

POPULATION (Columns 1, 24). Updated from the Census Bureau's 1970 Census of Population and Housing, and Statistics Canada's 1976 Census of Population and Housing, it is a headcount estimate of all the people living in an area at the end of the year. It includes people living in group quarters such as colleges and hospitals, and armed forces permanently assigned to the area, but excludes tourists and transients. **SBP, SBP—II**

POPULATION, AGE GROUPS OF. (See Age Groups of Population.)

POPULATION, BLACK. (See Black Population.)

POPULATION, MEDIAN AGE OF. (See Median Age.)

POTENTIAL METROPOLITAN AREA (indicated by an open triangle next to the name of the market). An area not officially designated as a Standard Metropolitan Statistical Area by the U.S. Office of Federal Statistical Policy and Standards (OFSPS), but that Market Statistics estimates comes closest to satisfying the qualifying criteria. Of the 300 metropolitan areas listed in the 1979 *Survey*, 29 are Sales & Marketing Management potential metropolitan areas. In the past, 80% of S&MM's potential areas have eventually received official status.

The OFSPS is revising its metropolitan area criteria. The new provisions can be expected to make most of S&MM's potential metros into official areas, together with a good many others. An equitable re-evaluation of potential metro areas will become feasible when preliminary 1980 Census data become available. **SBP, SBP—II**

QUALITY INDEX (QI) (Column 41; U.S. State Summary on Retail Sales, B-7). If a market's percent of the national population, which can be taken to represent par, is divided into the Buying Power Index, it yields the Quality Index. A high index could reflect either above-average resident buying power or a strong influx of shoppers from outside the area, or both. **SBP, SBP—II**

RETAIL SALES (Columns 9, 28). All net sales (minus refunds and allowances for returns) for establishments engaged primarily in retail trade. Receipts from repairs and other services are also included, but retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they may be affected by the movement of shoppers to and from adjacent areas.

Retail sales totals in the 1980 *Survey* are updates from 1977 Census of Retail Trade benchmarks. However, in line with new Census Bureau policy, they no longer include: 1) sales and other taxes collected from customers, and 2) carrying charges or other charges for credit. Therefore, retail sales estimates in the 1980 *Survey* will not be comparable with those in previous Surveys. **SBP, SBP—II**

RETAIL SALES BY STORE GROUP (Columns 10-15, 30-38). Individual retail store groups are considered as channels of distribution in local markets. The retail sales total of a store type represents the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. **SBP, SBP—II**

SALES ACTIVITY INDEX (SAI) (Column 39; U.S. State Summary on Retail Sales, B-7). It is obtained by dividing an area's percentage of national retail sales by its percentage of national population. Because the numerator (the market's percentage of total retail sales) includes all sales made in the market, and the denominator (the market's percent of national population) includes only residents of the market, a high index may indicate a strong influx of nonresident shoppers. **SBP**

STANDARD INDUSTRIAL CLASSIFICATION (SIC). Federal government censuses classify individual business establishments by the type of primary activity in which they are engaged. Retail outlets are classified as two-digit major groups, such as Food Stores (SIC 54); three-digit subgroups, such as Grocery Stores (SIC 541); and four-digit detailed industry groups, such as Retail Bakeries (SIC 5462). **SBP**

STANDARD METROPOLITAN STATISTICAL AREA (SMSA). The areas currently recognized by the U.S. Office of Federal Statistical Policy and Standards (OFSPS) meet official criteria that include either (1) one city with a population of at least 50,000; or (2) one city with a population of at least 25,000, which, when combined with contiguous places having a density of 1,000 or more people per square mile, will have a population of at least 50,000 (provided that the city and contiguous places are in a county or counties with a population of at least 75,000).

A contiguous county is included in an SMSA if at least 75% of the resident labor force is nonagricultural, and at least 30% of the resident employed workers work in the area. A contiguous county that does not satisfy those requirements will be included if at least 75% of the resident labor force is nonagricultural and if it meets at least two criteria of metropolitan character and one criterion of metropolitan integration. Minimum criteria of character: (1) 25% of population is urban; (2) population gain of 15% between two most recent decennial censuses; and (3) density of 50 persons per square mile. Minimum criteria of integration: (1) 15% of resident employed workers work in the area; (2) 15% of the county's employed workers live in the area; and (3) sum of workers commuting to and from the central county or counties equals 20% of the employed workers living in the county.

The OFSPS recently published new criteria that will be used when appropriate 1980 Census data become available. These are expected to result in the designation of a considerable number of new areas, including some which are now parts of larger SMSAs, as well as in changes in the county composition of existing markets (notably the removal of outlying units with low population density).

SMSAs are defined by the government along county lines except in New England, where towns and cities are the units of definition. The federal government's alternative, but unofficial, New England County Metropolitan Areas, comprised of whole counties rather than cities and towns, are used by Sales & Marketing Management for those states. All 300 metropolitan areas in the 1980 *Survey*—SMSAs, potential metropolitan areas, and the realigned New England areas—are commonly referred to as Sales & Marketing Management Metropolitan Areas. **SBP, SBP—II**

SUBURBAN TOTAL. There is no official definition of a suburb, and the category will not be found in any Census Bureau statistical table. However, because the suburbs are the most important local market entities, they were introduced in the 1976 *Survey*. A "suburban total" is the arithmetic difference between the metropolitan market total and the related central city total. That is, deducting the central city population from the metro market population, for example, will give you the suburban population. **SBP**

TELEVISION MARKET. The *Survey*'s TV markets are the American Research Bureau's Areas of Dominant Influence (ADI). ARB studies each county for its measurable viewing patterns. The market of origin of the TV stations with the largest share of viewing hours becomes the ADI name of that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI. All of the U.S. is covered except for Hawaii and part of Alaska. **SBP—II**

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Data in this *Survey of Buying Power* are organized into four sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Section B

NATIONAL, REGIONAL, AND STATE SUMMARIES; METROPOLITAN MARKET RANKINGS

National, regional, and state summaries

Population and households B-3
Effective Buying Income B-5
Retail sales B-7

S&MM metropolitan market rankings

Population B-9
Households B-13
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Gasoline service station sales B-34
Apparel & accessories store sales B-35
Drugstore sales B-37
Building materials/hardware store sales B-38

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ORLANDO: 1010 Executive Center Drive, 32803, Phone 305/898-7

1979 REGIONAL AND STATE SUMMARIES OF POPULATION

[illegible] ESTIMATES				Population by Age Group						
REGION State	12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Population	0–17 Years (Thousands)	18–24 Years (Thousands)	25–34 Years (Thousands)	35–49 Years (Thousands)	50 & Over (Thousands)	12/31/79 Households (Thousands)	% Of U.S.
NEW ENGLAND	**12,349.9**	**5.5734**	**31.3**	**3,296.2**	**1,658.0**	**1,946.4**	**2,053.1**	**3,396.2**	**4,317.8**	**5.5176**
Connecticut	3,128.2	1.4118	31.8	818.2	400.0	508.8	544.5	856.7	1,093.4	1.3973
Maine	1,106.0	.4991	30.8	318.7	140.7	161.7	177.8	307.1	380.1	.4857
Massachusetts	5,787.5	2.6119	31.3	1,517.5	801.3	909.8	952.3	1,606.6	2,040.1	2.6070
New Hampshire	897.8	.4051	30.1	253.6	118.8	148.9	147.0	229.5	306.8	.3920
Rhode Island	933.1	.4211	32.0	245.7	126.7	134.8	153.8	272.1	324.3	.4144
Vermont	497.3	.2244	29.3	142.5	70.5	82.4	77.7	124.2	173.1	.2212
MIDDLE ATLANTIC	**36,887.3**	**16.6473**	**32.3**	**9,826.1**	**4,490.6**	**5,662.8**	**6,352.2**	**10,555.6**	**13,182.7**	**16.8463**
New Jersey	7,341.8	3.3134	32.3	1,990.7	856.5	1,134.7	1,309.1	2,050.8	2,504.2	3.2002
New York	17,776.0	8.0223	32.0	4,739.7	2,197.6	2,801.2	3,012.8	5,024.7	6,527.3	8.3413
Pennsylvania	11,769.5	5.3116	32.8	3,095.7	1,436.5	1,726.9	2,030.3	3,480.1	4,151.2	5.3048
EAST NORTH CENTRAL	**41,418.9**	**18.6924**	**29.9**	**11,975.8**	**5,484.8**	**6,691.7**	**6,847.7**	**10,418.9**	**14,345.3**	**18.3319**
Illinois	11,259.3	5.0814	30.3	3,215.9	1,442.3	1,829.0	1,855.2	2,916.9	3,977.4	5.0827
Indiana	5,386.4	2.4308	29.5	1,582.3	717.2	870.8	875.5	1,340.6	1,843.2	2.3554
Michigan	9,223.1	4.1624	29.1	2,736.6	1,257.2	1,517.2	1,539.4	2,172.7	3,139.8	4.0124
Ohio	10,811.6	4.8793	30.1	3,089.4	1,432.3	1,727.1	1,823.5	2,739.3	3,753.5	4.7966
Wisconsin	4,738.5	2.1385	30.1	1,351.6	635.8	747.6	754.1	1,249.4	1,631.4	2.0848
WEST NORTH CENTRAL	**17,246.7**	**7.7834**	**30.6**	**4,829.5**	**2,289.5**	**2,697.6**	**2,716.7**	**4,713.4**	**6,110.9**	**7.8091**
Iowa	2,923.8	1.3196	31.0	823.2	370.4	444.0	458.1	828.1	1,031.6	1.3183
Kansas	2,390.9	1.0790	30.9	648.1	330.5	366.5	383.6	662.2	871.5	1.1137
Minnesota	4,071.8	1.8376	29.6	1,166.9	557.5	679.9	633.5	1,034.0	1,405.4	1.7960
Missouri	4,899.3	2.2110	31.2	1,338.9	634.8	773.0	781.2	1,371.4	1,769.5	2.2612
Nebraska	1,590.4	.7177	30.5	448.9	212.5	241.8	249.3	437.9	570.1	.7286
North Dakota	668.1	.3015	29.7	196.6	92.6	96.0	101.8	181.1	221.4	.2829
South Dakota	702.4	.3170	30.5	206.9	91.2	96.4	109.2	198.7	241.4	.3084
SOUTH ATLANTIC	**35,339.2**	**15.9486**	**30.5**	**9,773.0**	**4,750.9**	**5,676.4**	**5,793.9**	**9,345.0**	**12,421.9**	**15.8741**
Delaware	587.3	.2650	30.0	163.5	80.5	99.2	102.8	141.3	203.7	.2603
District of Columbia	661.5	.2985	29.8	167.0	106.4	120.0	100.7	167.4	278.4	.3557
Florida	8,956.8	4.0422	34.7	2,222.4	1,033.2	1,261.8	1,383.6	3,055.8	3,432.6	4.3866
Georgia	5,166.2	2.3315	28.3	1,556.9	732.0	881.8	816.0	1,179.5	1,735.3	2.2175
Maryland	4,183.2	1.8879	30.0	1,156.6	569.8	733.5	744.1	979.2	1,437.0	1.8364
North Carolina	5,670.3	2.5590	29.5	1,611.8	801.2	930.4	941.5	1,385.4	1,934.1	2.4716
South Carolina	2,967.9	1.3394	28.0	909.9	428.8	483.3	477.5	668.4	958.7	1.2252
Virginia	5,260.9	2.3743	29.5	1,457.0	772.9	892.5	912.8	1,225.7	1,786.1	2.2825
West Virginia	1,885.1	.8508	31.9	527.9	226.1	273.9	314.9	542.3	656.0	.8383
EAST SOUTH CENTRAL	**14,228.6**	**6.4214**	**29.6**	**4,214.6**	**1,876.5**	**2,231.7**	**2,249.0**	**3,656.8**	**4,843.9**	**6.1900**
Alabama	3,815.4	1.7219	29.7	1,129.2	500.7	594.8	611.8	978.9	1,309.6	1.6735
Kentucky	3,554.3	1.6040	29.7	1,038.6	473.6	560.7	564.8	916.6	1,200.7	1.5344
Mississippi	2,433.6	1.0983	27.8	795.7	322.1	358.8	352.5	604.5	780.2	.9970
Tennessee	4,425.3	1.9972	30.3	1,251.1	580.1	717.4	719.9	1,156.8	1,553.4	1.9851
WEST SOUTH CENTRAL	**22,682.9**	**10.2367**	**28.9**	**6,842.4**	**3,065.6**	**3,632.4**	**3,611.9**	**5,530.6**	**7,842.5**	**10.0220**
Arkansas	2,221.8	1.0027	30.7	645.0	275.1	333.4	331.8	636.5	788.3	1.0074
Louisiana	4,028.1	1.8179	27.8	1,286.2	552.6	637.3	630.6	921.4	1,308.5	1.6721
Oklahoma	2,970.7	1.3406	30.7	834.3	390.0	459.7	470.8	815.9	1,116.7	1.4270
Texas	13,462.3	6.0755	28.7	4,076.9	1,847.9	2,202.0	2,178.7	3,156.8	4,629.0	5.9155
MOUNTAIN	**10,772.8**	**4.8618**	**28.3**	**3,334.8**	**1,473.5**	**1,753.0**	**1,727.1**	**2,484.4**	**3,713.7**	**4.7457**
Arizona	2,495.5	1.1262	29.3	758.1	324.9	386.5	387.3	638.7	860.9	1.1002
Colorado	2,783.9	1.2564	28.7	798.4	408.3	495.0	477.5	604.7	995.1	1.2716
Idaho	914.7	.4128	28.3	292.6	117.4	142.9	140.4	221.4	310.0	.3962
Montana	800.9	.3615	29.7	237.8	104.1	125.2	128.6	205.2	289.6	.3701
Nevada	708.3	.3197	29.8	206.3	88.7	122.6	122.6	168.1	262.4	.3353
New Mexico	1,247.9	.5632	27.5	404.8	170.5	195.7	202.2	274.7	420.5	.5373
Utah	1,363.4	.6153	24.4	498.1	200.8	210.9	190.2	263.4	412.9	.5276
Wyoming	458.2	.2067	29.3	138.7	58.8	74.2	78.3	108.2	162.3	.2074
PACIFIC	**30,656.1**	**13.8350**	**30.1**	**8,405.1**	**4,228.1**	**5,246.7**	**5,207.4**	**7,568.8**	**11,474.5**	**14.6633**
Alaska	421.9	.1905	24.1	147.5	72.9	81.4	70.3	49.8	121.6	.1554
California	22,870.7	10.3215	30.3	6,207.0	3,129.3	3,924.8	3,932.2	5,677.4	8,707.0	11.1267
Hawaii	917.9	.4142	27.6	273.1	146.7	151.3	155.9	190.9	269.6	.3445
Oregon	2,534.5	1.1438	30.8	695.4	327.7	421.5	410.1	679.8	939.7	1.2009
Washington	3,911.1	1.7650	29.8	1,082.1	551.5	667.7	638.9	970.9	1,436.6	1.8358
TOTAL UNITED STATES	**221,582.4**	**100.0000**	**30.3**	**62,497.5**	**29,317.5**	**35,538.7**	**36,559.0**	**57,669.7**	**78,253.2**	**100.0000**

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1979 REGIONAL AND STATE SUMMARIES OF EFFECTIVE BUYING INCOME

ESTIMATES	SS					Households by Effective Buying Income Group				
REGION State	1979 Total EBI ($000)	% Of U.S.	Per Capita EBI	Average Household EBI	Median Household EBI	Under $8,000 (Thousands)	$8,000–$9,999 (Thousands)	$10,000–$14,999 (Thousands)	$15,000–$24,999 (Thousands)	$25,000 & Over (Thousands)
NEW ENGLAND	**91,932,021**	**5.6796**	**7,444**	**21,291**	**18,681**	**788.2**	**213.5**	**627.4**	**1,404.4**	**1,284.3**
Connecticut	26,151,222	1.6157	8,360	23,917	20,815	159.8	44.2	136.3	354.9	398.2
Maine	6,665,008	.4130	6,044	17,587	15,479	86.8	24.8	71.5	125.1	71.9
Massachusetts	43,168,644	2.6669	7,459	21,160	18,730	378.3	100.9	290.8	657.8	612.3
New Hampshire	6,212,560	.3838	6,720	20,250	18,087	56.7	16.0	47.3	104.6	82.2
Rhode Island	6,608,270	.4083	7,082	20,377	17,699	67.2	16.7	49.0	105.9	85.5
Vermont	3,106,297	.1919	6,246	17,945	15,555	39.4	10.9	32.5	56.1	34.2
MIDDLE ATLANTIC	**281,295,676**	**17.3785**	**7,426**	**21,338**	**18,487**	**2,528.3**	**664.1**	**1,912.1**	**4,073.8**	**4,004.4**
New Jersey	61,438,641	3.7957	8,268	24,534	21,771	371.5	101.8	292.1	726.0	1,012.8
New York	134,801,326	8.3281	7,583	20,652	17,487	1,358.8	357.8	1,016.9	1,974.0	1,819.8
Pennsylvania	85,055,709	5.2547	7,227	20,489	18,265	798.0	204.5	603.1	1,373.8	1,171.8
EAST NORTH CENTRAL	**315,881,254**	**19.5153**	**7,627**	**22,020**	**19,797**	**2,604.3**	**635.5**	**1,802.6**	**4,445.1**	**4,857.8**
Illinois	93,213,000	5.7588	8,279	23,436	21,054	684.0	165.2	464.6	1,142.6	1,521.0
Indiana	38,764,091	2.3948	7,197	21,031	19,118	338.7	87.4	250.2	591.3	575.6
Michigan	70,826,855	4.3757	7,679	22,558	20,091	559.0	135.9	389.2	941.7	1,114.0
Ohio	79,556,901	4.9151	7,358	21,195	19,274	698.8	166.4	482.5	1,231.1	1,174.7
Wisconsin	33,520,507	2.0709	7,074	20,547	18,617	323.8	80.6	216.1	538.4	472.5
WEST NORTH CENTRAL	**124,213,344**	**7.6739**	**7,202**	**20,327**	**17,650**	**1,365.4**	**337.2**	**862.4**	**1,787.8**	**1,758.1**
Iowa	21,950,997	1.3561	7,508	21,279	18,779	213.9	54.3	134.4	299.3	329.7
Kansas	18,235,029	1.1266	7,627	20,924	17,829	187.3	47.4	124.5	253.2	259.1
Minnesota	29,653,788	1.8320	7,283	21,100	18,852	281.3	72.0	184.4	433.2	434.5
Missouri	33,951,884	2.0976	6,930	19,187	16,416	448.2	101.6	259.3	500.4	460.0
Nebraska	11,398,181	.7042	7,167	19,993	17,334	125.3	32.1	85.0	170.8	156.9
North Dakota	4,426,484	.2734	6,625	19,993	16,724	47.9	14.3	36.2	64.6	58.4
South Dakota	4,596,981	.2840	6,545	19,043	15,683	61.5	15.5	38.6	66.3	59.5
SOUTH ATLANTIC	**240,144,964**	**14.8363**	**6,795**	**19,332**	**16,236**	**2,916.2**	**772.0**	**2,025.8**	**3,563.0**	**3,144.9**
Delaware	4,477,759	.2766	7,624	21,982	19,195	34.6	10.0	28.8	65.8	64.5
District of Columbia	6,203,867	.3833	9,378	22,284	17,315	54.0	15.6	47.3	77.1	84.4
Florida	63,889,652	3.9471	7,133	18,613	14,915	900.1	241.9	583.7	917.6	789.3
Georgia	31,980,353	1.9757	6,190	18,429	15,608	439.4	108.1	285.8	493.3	408.7
Maryland	31,329,279	1.9356	7,489	21,802	19,179	233.3	69.4	213.2	460.3	460.8
North Carolina	35,755,229	2.2090	6,306	18,487	15,741	466.4	124.2	329.1	570.6	443.8
South Carolina	17,680,008	1.0923	5,957	18,442	15,689	240.1	59.2	158.5	275.4	225.5
Virginia	36,924,599	2.2812	7,019	20,673	17,288	368.9	103.1	286.4	519.1	508.6
West Virginia	11,904,218	.7355	6,315	18,147	15,801	179.4	40.5	93.0	183.8	159.3
EAST SOUTH CENTRAL	**84,516,417**	**5.2214**	**5,940**	**17,448**	**14,483**	**1,418.4**	**314.6**	**767.0**	**1,283.9**	**1,060.0**
Alabama	22,213,753	1.3724	5,822	16,962	14,267	389.5	85.2	210.7	353.7	270.5
Kentucky	22,379,199	1.3826	6,296	18,638	15,388	335.1	74.6	177.3	313.4	300.3
Mississippi	12,630,511	.7803	5,190	16,189	12,776	269.6	52.6	120.2	184.4	153.4
Tennessee	27,292,954	1.6861	6,167	17,570	14,833	424.2	102.2	258.8	432.4	335.8
WEST SOUTH CENTRAL	**157,598,521**	**9.7364**	**6,948**	**20,095**	**16,734**	**1,947.3**	**455.6**	**1,127.6**	**2,070.8**	**2,241.2**
Arkansas	12,898,141	.7969	5,805	16,362	13,150	256.2	55.5	129.1	195.3	152.2
Louisiana	25,337,118	1.5653	6,290	19,363	16,119	360.5	74.9	179.4	333.7	360.0
Oklahoma	19,834,715	1.2253	6,677	17,762	14,634	323.8	71.4	176.0	300.7	244.8
Texas	99,528,547	6.1489	7,393	21,501	18,135	1,006.8	253.8	643.1	1,241.1	1,484.2
MOUNTAIN	**74,417,892**	**4.5974**	**6,908**	**20,039**	**17,432**	**781.8**	**208.0**	**569.0**	**1,128.9**	**1,026.0**
Arizona	17,567,713	1.0853	7,040	20,406	17,691	180.1	48.0	128.6	254.5	249.7
Colorado	20,628,204	1.2744	7,410	20,730	18,060	195.1	54.6	148.4	307.0	290.0
Idaho	5,820,723	.3596	6,364	18,777	16,407	70.6	18.2	50.7	97.6	72.9
Montana	4,974,408	.3073	6,211	17,177	14,813	75.2	18.5	53.2	89.1	53.6
Nevada	5,793,774	.3579	8,180	22,080	19,680	42.6	12.8	38.1	78.9	90.0
New Mexico	7,750,223	.4788	6,211	18,431	15,635	106.8	26.3	68.4	118.0	101.0
Utah	8,338,805	.5152	6,116	20,196	18,126	80.3	21.4	59.9	136.1	115.2
Wyoming	3,544,042	.2189	7,735	21,836	19,199	31.1	8.2	21.7	47.7	53.6
PACIFIC	**248,642,795**	**15.3612**	**8,111**	**21,669**	**18,879**	**2,257.9**	**580.7**	**1,567.5**	**3,354.4**	**3,714.0**
Alaska	3,879,806	.2397	9,196	31,906	26,107	14.8	3.8	11.9	27.2	63.9
California	188,288,064	11.6324	8,233	21,625	18,811	1,721.6	446.2	1,203.0	2,518.7	2,817.5
Hawaii	7,241,250	.4474	7,889	26,859	22,991	35.0	9.9	33.2	70.3	121.2
Oregon	18,153,771	1.1216	7,163	19,319	17,162	209.4	52.3	139.6	299.6	238.8
Washington	31,079,904	1.9201	7,947	21,634	19,417	277.1	68.5	179.8	438.6	472.6
TOTAL UNITED STATES	**1,618,642,884**	**100.0000**	**7,305**	**20,685**	**17,924**	**16,607.8**	**4,181.2**	**11,261.4**	**23,112.1**	**23,090.7**

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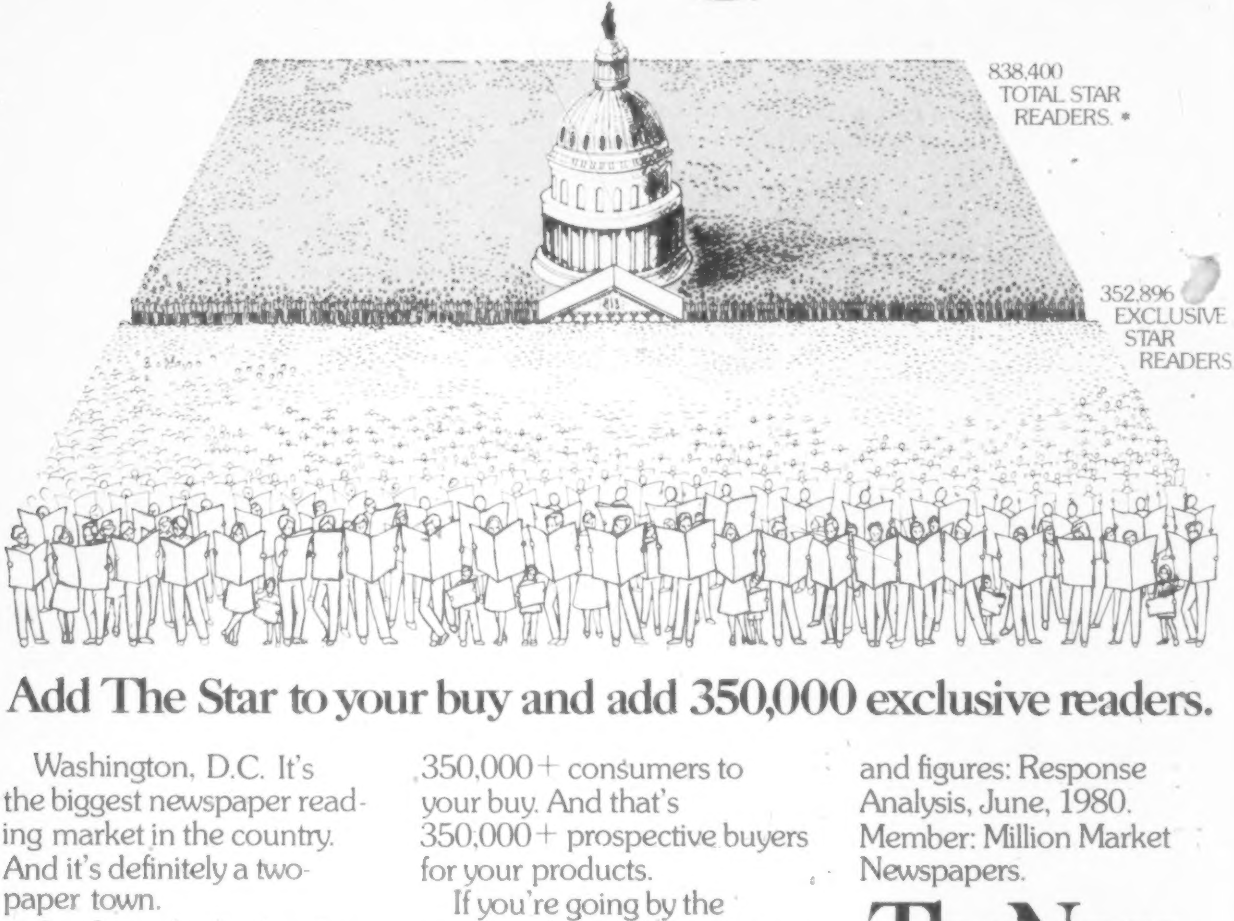

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The New Washington Star

1979 REGIONAL AND STATE SUMMARIES OF RETAIL SALES

S&MM ESTIMATES REGION State	1979 Total Retail Sales ($000)	% Of U.S.	Per Household Retail Sales	Retail Sales by Store Group						Sales/Advertising Indexes		
				Food ($000)	Eating & Drinking Places ($000)	General Merchandise ($000)	Furniture/ Home Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
NEW ENGLAND	**46,101,101**	**5.1946**	**10,677**	**10,533,330**	**4,028,699**	**5,387,183**	**1,749,711**	**7,512,870**	**1,356,502**	**93**	**5.5131**	**99**
Connecticut	11,408,044	1.2854	10,434	2,571,336	970,805	1,314,286	483,712	1,922,222	321,694	91	1.4759	105
Maine	4,206,303	.4740	11,066	988,032	298,215	438,284	131,664	815,226	121,562	95	.4486	90
Massachusetts	21,839,723	2.4608	10,705	4,961,963	2,066,152	2,764,994	823,317	3,243,089	683,624	94	2.5941	99
New Hampshire	3,790,024	.4271	12,353	906,820	288,042	373,574	140,980	706,445	88,309	105	.4010	99
Rhode Island	3,058,066	.3446	9,430	703,046	266,969	345,412	111,734	503,043	100,817	82	.3918	93
Vermont	1,798,941	.2027	10,392	402,133	138,516	150,633	58,304	322,845	40,496	90	.2017	90
MIDDLE ATLANTIC	**134,734,757**	**15.1809**	**10,221**	**31,795,076**	**11,685,002**	**17,260,649**	**5,828,594**	**22,115,890**	**3,956,171**	**91**	**16.5730**	**100**
New Jersey	29,923,898	3.3716	11,949	7,118,483	2,567,321	3,525,963	1,344,020	5,051,158	718,555	102	3.5720	108
New York	60,959,809	6.8685	9,339	14,992,460	5,679,444	7,904,849	2,638,303	8,646,199	1,974,645	86	7.8291	98
Pennsylvania	43,851,050	4.9408	10,563	9,684,133	3,438,237	5,829,837	1,846,271	8,418,533	1,262,971	93	5.1719	97
EAST NORTH CENTRAL	**170,793,653**	**19.2440**	**11,906**	**35,842,506**	**15,273,972**	**22,727,102**	**7,249,869**	**35,023,236**	**5,568,217**	**103**	**19.2691**	**103**
Illinois	47,413,145	5.3422	11,921	9,439,596	4,420,405	5,981,594	2,078,210	9,273,301	1,598,976	105	5.4984	108
Indiana	21,458,728	2.4179	11,642	4,374,542	1,787,514	2,672,507	818,797	4,634,793	787,549	99	2.4088	99
Michigan	40,460,676	4.5589	12,886	8,200,030	3,455,404	5,654,667	1,816,774	8,909,615	1,375,635	110	4.3879	105
Ohio	42,767,014	4.8187	11,394	9,852,141	3,720,823	6,113,939	1,730,135	8,679,824	1,308,746	99	4.8789	100
Wisconsin	18,694,090	2.1063	11,459	3,976,197	1,889,826	2,304,395	805,953	3,525,703	497,311	98	2.0951	98
WEST NORTH CENTRAL	**70,892,046**	**7.9876**	**11,601**	**14,006,857**	**5,935,594**	**8,848,181**	**2,943,455**	**14,680,110**	**2,000,608**	**103**	**7.7903**	**100**
Iowa	11,969,556	1.3486	11,603	2,438,546	981,248	1,372,844	531,472	2,535,335	348,314	102	1.3467	102
Kansas	9,651,758	1.0875	11,075	1,923,003	779,829	1,217,698	439,258	2,169,655	238,617	101	1.1054	102
Minnesota	17,266,654	1.9455	12,286	3,147,083	1,450,409	2,296,388	679,376	3,220,036	495,270	106	1.8672	102
Missouri	20,165,638	2.2721	11,396	4,302,817	1,665,207	2,699,811	780,343	4,275,540	556,900	103	2.1726	98
Nebraska	6,153,762	.6933	10,794	1,191,441	569,883	772,553	288,735	1,243,695	164,310	97	.7037	98
North Dakota	2,847,922	.3209	12,863	468,299	240,692	255,160	112,768	660,888	87,724	106	.2934	97
South Dakota	2,836,756	.3197	11,751	535,668	248,326	233,727	111,503	574,961	109,473	101	.3013	95
SOUTH ATLANTIC	**140,439,934**	**15.8238**	**11,306**	**31,913,693**	**11,584,661**	**18,070,490**	**6,961,026**	**27,930,313**	**4,793,783**	**99**	**15.3549**	**96**
Delaware	2,383,274	.2685	11,700	535,743	180,651	356,573	122,517	385,758	83,895	101	.2718	103
District of Columbia	2,194,857	.2473	7,884	376,646	409,101	182,612	132,126	196,220	98,769	83	.3256	109
Florida	41,774,816	4.7069	12,170	9,536,309	3,868,411	5,447,857	2,214,655	8,242,368	1,449,674	116	4.1940	104
Georgia	19,464,083	2.1931	11,217	4,336,086	1,550,136	2,592,543	825,294	4,007,861	632,540	94	2.1121	91
Maryland	17,513,191	1.9732	12,187	3,949,464	1,474,699	2,406,284	822,895	3,295,820	621,701	105	1.9373	103
North Carolina	19,839,930	2.2355	10,258	4,530,267	1,421,615	2,343,359	1,063,152	4,201,880	673,002	87	2.2869	89
South Carolina	10,155,390	1.1442	10,593	2,446,254	741,331	1,205,541	475,308	1,994,321	332,070	85	1.1573	86
Virginia	20,483,526	2.3080	11,468	4,604,205	1,538,520	2,643,160	984,812	4,179,246	694,579	97	2.3079	97
West Virginia	6,630,867	.7471	10,108	1,598,719	400,197	892,561	320,267	1,426,839	207,553	88	.7620	90
EAST SOUTH CENTRAL	**50,559,141**	**5.6966**	**10,438**	**11,835,488**	**3,478,971**	**6,086,427**	**2,336,680**	**11,346,999**	**1,568,363**	**89**	**5.6041**	**87**
Alabama	13,128,052	1.4792	10,024	2,958,753	866,534	1,592,369	613,052	3,035,300	393,032	86	1.4744	86
Kentucky	13,066,768	1.4723	10,883	3,156,760	939,456	1,424,705	620,506	2,727,881	428,353	92	1.4537	91
Mississippi	7,988,953	.9001	10,240	2,069,716	488,723	974,348	334,447	1,830,216	254,101	82	.8799	80
Tennessee	16,375,368	1.8450	10,542	3,650,259	1,184,258	2,095,005	768,675	3,753,602	492,877	92	1.7961	90
WEST SOUTH CENTRAL	**94,566,316**	**10.6551**	**12,058**	**21,294,812**	**7,423,270**	**11,911,696**	**4,520,079**	**21,606,376**	**2,687,766**	**104**	**10.1120**	**99**
Arkansas	7,702,117	.8678	9,771	1,793,351	472,896	942,111	322,738	1,719,285	237,241	87	.8594	86
Louisiana	14,854,561	1.6737	11,352	3,767,130	1,145,001	2,033,365	711,539	3,044,625	476,820	92	1.6483	91
Oklahoma	11,067,388	1.2470	9,911	2,589,718	844,441	1,298,691	561,141	2,569,378	242,777	93	1.2549	94
Texas	60,942,250	6.8666	13,165	13,144,613	4,960,932	7,637,529	2,924,661	14,273,088	1,730,928	113	6.3494	103
MOUNTAIN	**45,159,718**	**5.0885**	**12,160**	**9,637,630**	**4,042,966**	**5,082,804**	**2,213,472**	**9,424,871**	**1,491,723**	**105**	**4.7974**	**99**
Arizona	10,175,459	1.1465	11,820	2,432,129	956,480	1,220,003	550,289	2,066,729	375,382	102	1.1118	99
Colorado	12,040,285	1.3566	12,100	2,558,439	1,171,732	1,371,595	568,380	2,482,639	297,416	108	1.2953	103
Idaho	3,677,937	.4144	11,864	812,977	307,835	344,997	189,002	789,786	113,285	100	.3867	94
Montana	3,490,057	.3933	12,051	711,396	319,814	303,553	154,227	697,234	136,405	109	.3439	95
Nevada	3,894,211	.4388	14,841	715,918	351,363	460,405	163,159	799,535	229,977	137	.3746	117
New Mexico	4,820,694	.5432	11,464	1,015,152	413,622	521,088	221,757	1,084,240	140,174	96	.5149	91
Utah	4,898,139	.5519	11,863	975,910	344,201	701,244	276,273	1,077,145	135,923	90	.5462	89
Wyoming	2,162,936	.2438	13,327	415,709	177,919	159,919	90,385	427,563	63,161	118	.2240	108
PACIFIC	**134,271,969**	**15.1289**	**11,702**	**28,851,038**	**13,297,532**	**17,025,699**	**7,020,516**	**25,867,129**	**5,244,601**	**109**	**14.9861**	**108**
Alaska	2,117,826	.2386	17,416	513,451	327,247	246,687	65,605	252,239	99,812	125	.2295	120
California	100,410,752	11.3137	11,532	21,959,706	9,660,347	12,461,778	5,392,091	19,458,669	3,835,548	110	11.2746	109
Hawaii	3,831,635	.4317	14,212	750,964	536,776	762,528	103,137	495,683	225,299	104	.4360	105
Oregon	11,509,342	1.2968	12,248	2,155,611	1,101,219	1,675,243	624,636	2,434,666	401,645	113	1.1786	103
Washington	16,402,414	1.8481	11,418	3,471,306	1,671,943	1,879,463	835,047	3,225,872	682,297	105	1.8674	106
TOTAL UNITED STATES	**887,518,635**	**100.0000**	**11,342**	**195,710,430**	**76,750,667**	**112,400,231**	**40,823,402**	**175,507,794**	**28,667,734**	**100**	**100.0000**	**100**

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POPULATION

Area	(Thous.)	Rank
New York	9,266.3	1
Los Angeles - Long Beach	7,161.3	2
Chicago	6,998.4	3
Philadelphia	4,771.5	4
Detroit	4,371.9	5
Boston - Lowell - Brockton - Lawrence - Haverhill	3,901.6	6
San Francisco - Oakland	3,222.7	7
Washington	3,054.6	8
Dallas - Fort Worth	2,798.9	9
Houston	2,779.4	10
Nassau - Suffolk	2,699.9	11
St. Louis	2,390.3	12
Pittsburgh	2,249.7	13
Baltimore	2,158.2	14
Minneapolis - St. Paul	2,074.6	15
Newark, N.J.	1,938.7	16
Cleveland	1,934.4	17
Anaheim - Santa Ana - Garden Grove	1,913.2	18
Atlanta	1,906.7	19
San Diego	1,841.2	20
Denver - Boulder	1,584.0	21
Seattle - Everett	1,526.8	22
Miami	1,494.9	23
Tampa - St. Petersburg	1,474.6	24
Riverside - San Bernardino - Ontario	1,454.8	25
Milwaukee	1,413.4	26
Phoenix	1,389.6	27
Cincinnati	1,385.8	28
Kansas City	1,333.5	29
Buffalo	1,278.8	30
San Jose	1,262.7	31
Portland, Ore.	1,188.4	32
Indianapolis	1,168.1	33
New Orleans	1,163.8	34
Columbus, Ohio	1,110.2	35
Hartford - New Britain - Bristol	1,053.1	36
San Antonio	1,048.0	37
Sacramento	980.5	38
Rochester, N.Y.	967.1	39
Fort Lauderdale - Hollywood	927.6	40
Memphis	904.7	41
Louisville	893.4	42
Salt Lake City - Ogden	876.3	43
Providence - Warwick - Pawtucket	849.2	44
Dayton	838.1	45
Birmingham	829.1	46
Norfolk - Virginia Beach - Portsmouth	821.7	47
Bridgeport - Stamford - Norwalk - Danbury	816.6	48
Oklahoma City	809.1	49
Nashville-Davidson	803.0	50
Total Top 50	**103,079.5**	
Greensboro - Winston-Salem - High Point	791.1	51
Albany - Schenectady - Troy	787.1	52
Toledo	784.9	53
New Haven - West Haven - Waterbury - Meriden	759.5	54
Honolulu	740.1	55
Jacksonville	720.2	56
Akron	659.5	57
Gary - Hammond - East Chicago	648.3	58
Worcester - Fitchburg - Leominster	646.7	59
Syracuse	645.4	60
Tulsa	642.1	61
Northeast Pennsylvania	634.5	62
Allentown - Bethlehem - Easton	627.1	63
Orlando	627.0	64
Richmond	626.0	65
Charlotte - Gastonia	619.9	66
Omaha	593.3	67
New Brunswick - Perth Amboy - Sayreville	589.8	68
Springfield - Chicopee - Holyoke	588.3	69
Grand Rapids	587.7	70
Jersey City	550.4	71
Youngstown - Warren	547.1	72
Greenville - Spartanburg	546.8	73
Flint	522.5	74
Wilmington, Del.	519.9	75
West Palm Beach - Boca Raton	517.5	76
Raleigh - Durham	508.8	77
Austin	506.1	78
Oxnard - Simi Valley - Ventura	505.3	79
Long Branch - Asbury Park	502.3	80
Fresno	491.7	81
Tucson	485.0	82
New Bedford - Fall River	470.7	83
Lansing - East Lansing	464.2	84
Knoxville	460.4	85
Baton Rouge	457.2	86
Tacoma	455.3	87
El Paso	453.0	88
Paterson - Clifton - Passaic	449.4	89
Mobile	446.1	90
Harrisburg	435.6	91
Albuquerque	421.0	92
Johnson City - Kingsport - Bristol	417.3	93
Chattanooga	409.0	94
Canton	407.8	95
Wichita	402.0	96
Las Vegas	400.3	97
Charleston - North Charleston, S.C.	398.2	98
Little Rock - North Little Rock	388.3	99
Columbia, S.C.	388.2	100
Total Top 100	**130,325.4**	
Davenport - Rock Island - Moline	378.1	101
Bakersfield	376.0	102
Fort Wayne	374.6	103
Newport News - Hampton	368.4	104
Peoria	367.6	105
Beaumont - Port Arthur - Orange	366.8	106
Shreveport	363.6	107
York	359.9	108
Lancaster	354.1	109
Des Moines	337.6	110
Spokane	332.5	111
Madison	325.5	112
Utica - Rome	322.5	113
Stockton	322.1	114
Trenton	320.5	115
Vallejo - Fairfield - Napa	312.5	116
Lexington-Fayette	309.0	117
Jackson, Miss.	308.3	118
Reading	306.5	119
Corpus Christi	303.9	120
Binghamton	302.7	121
Huntington - Ashland	302.0	122
Colorado Springs	298.8	123
Santa Barbara - Santa Maria - Lompoc	297.2	124
Huntsville	297.0	125
Appleton - Oshkosh	295.9	126
Evansville	294.3	127
Augusta	292.9	128
Salinas - Seaside - Monterey	285.5	129
Lakeland - Winter Haven	284.4	130
Santa Rosa	282.5	131
Pensacola	281.8	132
South Bend	278.9	133
Kalamazoo - Portage	275.1	134
Lorain - Elyria	274.9	135
Rockford	271.3	136
Manchester - Nashua	268.8	137
Erie	268.3	138
Eugene - Springfield	267.9	139
Johnstown	267.3	140
Duluth - Superior	266.1	141
Montgomery	262.3	142
Hamilton - Middletown	261.9	143
Charleston, W. Va.	260.0	144
Ann Arbor	258.6	145
Melbourne - Titusville - Cocoa	257.3	146
△ Newburgh - Middletown	255.6	147
Modesto	251.1	148
Macon	248.4	149
New London - Norwich	245.7	150
Total Top 150	**145,389.9**	
McAllen - Pharr - Edinburg	244.7	151
Salem	237.1	152
Fayetteville, N.C.	236.8	153
Poughkeepsie	236.3	154
Portland, Me.	234.1	155
Saginaw	227.7	156
Columbus, Ga.	227.1	157
Daytona Beach	224.9	158
Savannah	219.9	159
Roanoke	217.3	160
△ Benton Harbor - St. Joseph	213.7	161
Lima	210.4	162
Killeen - Temple	210.2	163
Springfield, Mo.	210.1	164
Galveston - Texas City	206.1	165
Lubbock	205.2	166
Fort Myers - Cape Coral	199.7	167
Fort Smith	196.9	168
Provo - Orem	194.9	169
Atlantic City	191.5	170
Topeka	190.5	171
Brownsville - Harlingen - San Benito	190.2	172
Lincoln	189.4	173
Anchorage	187.7	174
Springfield, Ill.	186.8	175
Battle Creek	183.6	176
Wheeling	183.1	177
Springfield, Ohio	182.5	178
Biloxi - Gulfport	180.5	179
Green Bay	180.0	180
Santa Cruz	180.0	180
Sarasota	179.9	182
Muskegon - Norton Shores - Muskegon Heights	179.4	183
Racine	178.5	184
△ Kannapolis - Concord - Salisbury	176.0	185
Reno	175.9	186
Asheville	172.0	187
Terre Haute	172.0	187
Cedar Rapids	170.2	189
Champaign - Urbana - Rantoul	167.3	190
St. Cloud	165.3	191
Fayetteville - Springdale	164.8	192
Amarillo	161.9	193
Steubenville - Weirton	161.4	194
Waco	161.4	194
Yakima	160.3	196
Boise	160.1	197
Clarksville - Hopkinsville	159.6	198
Parkersburg - Marietta	159.0	199
Lake Charles	158.9	200
Total Top 200	**154,952.7**	
Jackson, Mich.	152.5	201
Lynchburg	150.8	202
Tallahassee	146.7	203
Pittsfield	141.6	204
△ Jamestown	141.2	205
△ Bangor	141.1	206
Alexandria, La.	140.7	207
Waterloo - Cedar Falls	139.1	208
Lafayette, La.	139.0	209
Fargo - Moorhead	138.5	210
Gainesville	137.6	211
Anderson, Ind.	137.2	212
Longview - Marshall	136.8	213
Fort Collins	136.7	214
Janesville - Beloit	136.4	215
Bradenton	136.3	216
Elkhart	136.2	217
Abilene	134.7	218
△ Bremerton	134.7	218
Altoona	134.4	220
Monroe	134.3	221
Wilmington, N.C.	133.8	222
Richland - Kennewick - Pasco	133.6	223
Vineland - Millville - Bridgeton	132.1	224
Tuscaloosa	131.8	225
Mansfield	130.0	226
Petersburg - Colonial Heights - Hopewell	130.0	226
Decatur	129.8	228
Florence	129.4	229
Wichita Falls	128.6	230
Kenosha	127.8	231
Eau Claire	126.4	232
Muncie	126.0	233
Lawton	123.9	234
Pueblo	123.4	235
△ Anderson, S.C.	122.8	236
△ Joplin	121.6	237
Bloomington - Normal	121.2	238
Bay City	120.7	239
Sioux City	120.7	239
Anniston	119.8	241
△ Newark, Ohio	119.7	242
Texarkana	119.3	243
△ Olympia	118.7	244
Pascagoula - Moss Point	117.7	245
Lafayette - West Lafayette	115.8	246
Tyler	115.6	247
△ Burlington, Vt.	115.5	248
Greeley	115.2	249
Williamsport	113.6	250
Total Top 250	**161,463.7**	
Odessa	111.3	251
△ Wausau	110.5	252
△ Hagerstown	109.8	253
△ Athens	108.5	254
Billings	107.8	255
Albany, Ga.	107.6	256
△ Danville, Va.	107.2	257
△ Michigan City - La Porte	106.0	258
Sioux Falls	105.5	259
Kokomo	104.8	260
Grand Forks	103.3	261
△ Sheboygan	102.3	262
St. Joseph	101.7	263
Burlington, N.C.	101.4	264
Gadsden	100.4	265
△ Danville, Ill.	98.3	266
Kankakee	98.1	267
Panama City	96.8	268
Elmira	96.2	269
Dubuque	96.1	270
Rapid City	96.0	271
Lewiston - Auburn	94.8	272
Bloomington, Ind.	94.5	273
Rochester, Minn.	94.0	274
Columbia, Mo.	93.8	275
Las Cruces	91.0	276
La Crosse	90.6	277
Laredo	89.4	278
Great Falls	86.6	279
Sherman - Denison	85.3	280
△ Manitowoc - Two Rivers	84.9	281
Pine Bluff	84.5	282
Owensboro	84.0	283
△ Marion	83.9	284
△ Hattiesburg	83.8	285
Bryan - College Station	82.1	286
Iowa City	81.1	287
Bismarck	79.1	288
San Angelo	78.8	289
Midland	76.7	290
△ Jackson, Tenn.	73.5	291
△ Meridian	72.3	292
△ Missoula	71.1	293
△ Pocatello	70.9	294
△ Quincy, Ill.	69.9	295
△ Cheyenne	69.6	296
Lawrence, Kans.	67.9	297
△ Santa Fe	66.3	298
Enid	66.2	299
△ Victoria	64.9	300
Total Above Areas	**165,964.8**	
Percent of U.S.	**74.8998**	
U.S. Total	**221,582.4**	

THE WALL STREET JOURNAL.
What's News—

THE MEDIA PLANNER'S GUIDE TO THE WALL STREET JOURNAL.

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Since 1968, Opinion Research Corporation has studied reading preferences among top and middle management executives in America's top 800 corporations. And in every ORC study, The Journal has come out on top. Here are the results of the lastest report:

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Publications	*% reading at least 3 of every 4 issues*
The Wall Street Journal	*76%*
Business Week	*63%*
Time	*41%*
National Geographic	*40%*
Fortune	*39%*
Forbes	*37%*
Newsweek	*32%*
Reader's Digest	*27%*
Sports Illustrated	*26%*
Dun's Review	*24%*
U.S. News & World Report	*23%*
Harvard Business Review	*21%*
The New York Times (Sunday)	*21%*
Nation's Business	*19%*
The New York Times (Daily)	*14%*

The Journal is the #1 choice, again, when you look at special categories of these same executives:

Category	*Regular (3/4 issues) readers of The Journal*
Executives less than 40 years old	*71%*
Executives who are college grads	*79%*
Executives who own $100,000 or more in stock	*91%*

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Publications	*Most Authoritative*	*Most Accurate & Believable*	*Most Use Informat on Go & Busin*
The Wall Street Journal	*40%*	*39%*	*44%*
Business Week	*12%*	*13%*	*20%*
Forbes	*7%*	*6%*	*8%*
Fortune	*7%*	*7%*	*7%*
Newsweek	*13%*	*16%*	*9%*
Time	*13%*	*14%*	*10%*
U.S. News & World Report	*19%*	*21%*	*19%*

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As shown by these results of a survey of the investment community's reading habits, The Journal is read regularly by every category of financial leaders surveyed, including:

99% of all institutional investors
99% of all portfolio managers
99% of all security analysts
100% of all banking industry specialists

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America's active investors don't live on Wall Street. But The Wall Street Journal is the place to reach them. In every region of the U.S., The Journal's dominance in reaching these affluent, frequent traders is unrivaled.

In fact, active investors read The Journal regularly and look to The Journal for helpful information on their investments by a margin of better than 2 to 1 over any other publication.

Category of active investors	East	Mid-west	South	Far West
Read The Journal regularly	73%	81%	71%	71%
Rely on The Journal for investment information	72%	80%	75%	70%

What's more, nearly twice as many active investors rely on The Journal as their primary source of investment information as they do on all the other publications tested put together.

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You've witnessed proof of the exceptional quality of The Journal's audience. But The Journal offers another unique advantage, as well. Truly national coverage on a daily basis.

Just look at how Journal circulation matches up with population and buying-power figures for each region of the U.S.:

Region of U.S.	WSJ Circulation	Population	Buying Power of Region
New England	7%	6%	6%
Middle Atlantic	18%	17%	18%
E.N. Central	20%	19%	20%
W.N. Central	7%	8%	8%
South Atlantic	14%	16%	15%
E.S. Central	3%	6%	5%
W.S. Central	10%	10%	9%
Mountain	5%	5%	4%
Pacific	16%	14%	15%

No medium precisely matches every region on every count. But The Journal's circulation comes close to matching regional strength.

Onward and upward for the eighties.

Finally, consider the circulation growth of The Wall Street Journal, consistently in a class by itself.

During the last six years, Journal circulation has grown by more than 32%. By more than 12% during the past six months. No other daily, weekly, bimonthly or monthly serving business and management can match that growth rate.

Today, the average paid circulation of The Journal stands at 1,798,416.

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THE WALL STREET JOURNAL.
IT WORKS.

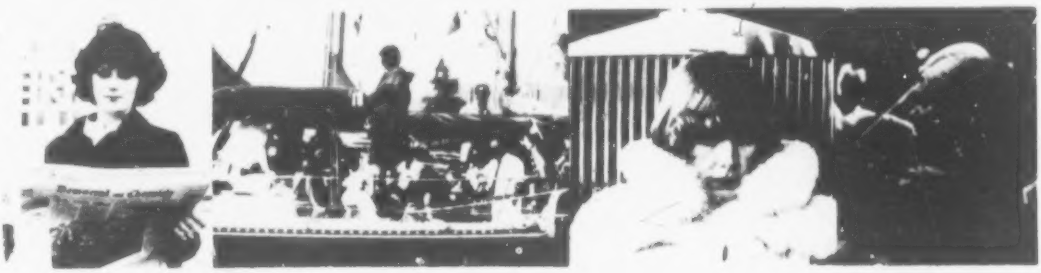
[illegible] ORC Executive Caravan Survey, 1979; Official Washington Study, 1978; ORC Investment Community Survey, 1979; Survey of Active Investors, 1977; ABC Newspaper Publishers Statement, March 31, 1980; SRDS [illegible] Consumer Market Data Summary, March 1980.

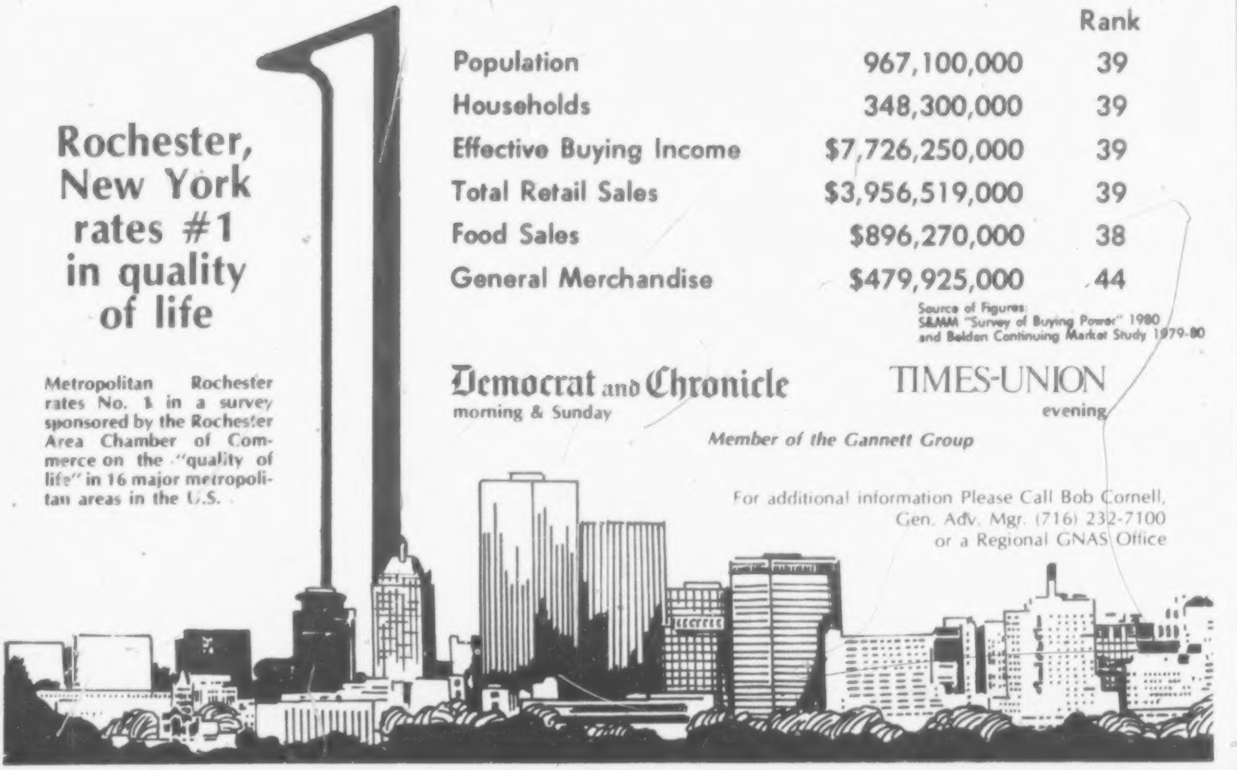
What's good in Rochester, N.Y. is good for you.

Quality of life is made by quality of people. Rochester, N.Y. is blessed with both. Our 686,000 SMSA adults are well-educated. 41% have gone to college and 36% are high school graduates. 45% of household chief wage earners are in the professions; proprietors, managers, foremen and craftsmen. Median household EBI is $20,149, 67th highest in the nation. Compare to Buffalo's rank of 170 and Syracuse, 116.

Effective buying income is $7,726,250,000, ranking 39 in the nation, the same as the SMSA population. And retail sales are a lofty $3,956,519,000. The newspapers reach this quality market best, 69% daily, 73% Sunday. In households with incomes over $20,000 overall readership jumps to 83%. We're good and we can be good for you.

the class market in the northeast





Rochester, New York rates #1 in quality of life

Metropolitan Rochester rates No. 1 in a survey sponsored by the Rochester Area Chamber of Commerce on the "quality of life" in 16 major metropolitan areas in the U.S.

Compare these numbers to Buffalo and Syracuse

		Rank
Population	967,100,000	39
Households	348,300,000	39
Effective Buying Income	$7,726,250,000	39
Total Retail Sales	$3,956,519,000	39
Food Sales	$896,270,000	38
General Merchandise	$479,925,000	44

Source of Figures:
S&MM "Survey of Buying Power" 1980
and Beldon Continuing Market Study 1979-80

Democrat and Chronicle
morning & Sunday

TIMES-UNION
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HOUSEHOLDS

Area	(Thous.)	Rank
New York	3,628.5	1
Los Angeles - Long Beach	2,817.2	2
Chicago	2,442.5	3
Philadelphia	1,642.8	4
Detroit	1,485.1	5
Boston - Lowell - Brockton - Lawrence - Haverhill	1,366.4	6
San Francisco - Oakland	1,311.1	7
Washington	1,085.6	8
Dallas - Fort Worth	989.3	9
Houston	975.5	10
Nassau - Suffolk	832.3	11
St. Louis	811.3	12
Pittsburgh	806.7	13
Baltimore	747.9	14
Minneapolis - St. Paul	721.1	15
Anaheim - Santa Ana - Garden Grove	715.8	16
San Diego	704.4	17
Cleveland	685.0	18
Newark, N.J.	660.5	19
Atlanta	658.7	20
Tampa - St. Petersburg	621.2	21
Seattle - Everett	585.2	22
Denver - Boulder	571.6	23
Miami	568.4	24
Riverside - San Bernardino - Ontario	546.8	25
Kansas City	497.3	26
Milwaukee	493.0	27
Phoenix	490.3	28
Cincinnati	485.1	29
Buffalo	464.8	30
San Jose	454.4	31
Portland, Ore.	446.0	32
Indianapolis	404.3	33
New Orleans	402.6	34
Columbus, Ohio	392.0	35
Fort Lauderdale - Hollywood	377.1	36
Hartford - New Britain - Bristol	367.0	37
Sacramento	361.3	38
Rochester, N.Y.	348.3	39
San Antonio	332.2	40
Louisville	310.1	41
Oklahoma City	302.0	42
Memphis	300.4	43
Providence - Warwick - Pawtucket	297.7	44
Birmingham	295.1	45
Dayton	292.3	46
Bridgeport - Stamford - Norwalk - Danbury	286.0	47
Nashville-Davidson	284.2	48
Greensboro - Winston-Salem - High Point	281.5	49
Albany - Schenectady - Troy	280.1	50
Total Top 50	37,226.0	
Toledo	280.1	50
New Haven - West Haven - Waterbury - Meriden	269.6	52
Salt Lake City - Ogden	269.1	53
Norfolk - Virginia Beach - Portsmouth	256.8	54
Jacksonville	250.0	55
Tulsa	244.8	56
Orlando	231.4	57
Northeast Pennsylvania	231.0	58
Akron	228.1	59
Allentown - Bethlehem - Easton	226.4	60
Worcester - Fitchburg - Leominster	222.2	61
Richmond	221.7	62
Syracuse	220.2	63
Honolulu	214.6	64
Charlotte - Gastonia	211.8	65
Jersey City	210.6	66
Gary - Hammond - East Chicago	210.1	67
Springfield - Chicopee - Holyoke	204.0	68
West Palm Beach - Boca Raton	200.9	69
Omaha	200.2	70
Grand Rapids	196.8	71
Greenville - Spartanburg	188.8	72
New Brunswick - Perth Amboy - Sayreville	181.5	73
Raleigh - Durham	180.4	74
Flint	179.6	75
Youngstown - Warren	178.0	76
Wilmington, Del.	177.9	77
Tucson	172.0	78
Oxnard - Simi Valley - Ventura	171.7	79
New Bedford - Fall River	170.2	80
Fresno	166.4	81
Austin	166.3	82
Paterson - Clifton - Passaic	162.4	83
Knoxville	162.3	84
Harrisburg	159.7	85
Lansing - East Lansing	158.0	86
Long Branch - Asbury Park	157.9	87
Chattanooga	156.2	88
Tacoma	155.5	89
Baton Rouge	151.1	90
Albuquerque	150.6	91
Las Vegas	145.9	92
Johnson City - Kingsport - Bristol	145.8	93
Mobile	145.5	94
Wichita	143.5	95
Canton	142.0	96
Little Rock - North Little Rock	137.4	97
El Paso	134.4	98
Davenport - Rock Island - Moline	134.3	99
Beaumont - Port Arthur - Orange	132.2	100
Total Top 100	46,633.9	
Peoria	130.9	101
York	127.2	102
Bakersfield	126.7	103
Fort Wayne	126.7	103
Lancaster	124.4	105
Charleston - North Charleston, S.C.	124.0	106
Shreveport	122.7	107
Spokane	122.2	108
Newport News - Hampton	121.6	109
Des Moines	120.4	110
Madison	118.3	111
Columbia, S.C.	117.9	112
Reading	116.9	113
Utica - Rome	116.3	114
Vallejo - Fairfield - Napa	112.9	115
Trenton	110.6	116
Binghamton	109.9	117
Stockton	109.2	118
Santa Rosa	108.7	119
Santa Barbara - Santa Maria - Lompoc	107.6	120
Huntington - Ashland	106.7	121
Lexington-Fayette	105.8	122
Evansville	103.7	123
Lakeland - Winter Haven	103.3	124
Colorado Springs	99.4	125
Rockford	98.1	126
Huntsville	98.0	127
Duluth - Superior	97.9	128
Jackson, Miss.	97.8	129
Eugene - Springfield	97.4	130
Corpus Christi	97.1	131
Appleton - Oshkosh	96.5	132
Johnstown	94.6	133
Charleston, W. Va.	94.1	134
Kalamazoo - Portage	94.0	135
Pensacola	94.0	135
South Bend	94.0	135
Daytona Beach	93.3	138
Modesto	93.3	138
Augusta	92.6	140
Manchester - Nashua	91.9	141
Erie	89.2	142
Lorain - Elyria	89.1	143
△ Newburgh - Middletown	87.1	144
Montgomery	87.0	145
Ann Arbor	86.7	146
Hamilton - Middletown	86.4	147
Melbourne - Titusville - Cocoa	86.3	148
Salem	85.5	149
Salinas - Seaside - Monterey	84.4	150
Total Top 150	51,834.2	
Portland, Me.	82.6	151
New London - Norwich	82.2	152
Roanoke	81.8	153
Fort Myers - Cape Coral	80.9	154
Sarasota	80.7	155
Macon	80.4	156
Poughkeepsie	78.2	157
Springfield, Mo.	76.5	158
△ Benton Harbor - St. Joseph	76.4	159
Atlantic City	74.9	160
Saginaw	74.4	161
Columbus, Ga.	73.1	162
Springfield, Ill.	72.3	163
Savannah	72.1	164
Galveston - Texas City	71.9	165
Lubbock	71.7	166
Fort Smith	71.4	167
Fayetteville, N.C.	71.2	168
Lima	71.1	169
Santa Cruz	70.8	170
Reno	69.0	171
Topeka	68.8	172
Lincoln	68.6	173
Wheeling	66.6	174
McAllen - Pharr - Edinburg	66.2	175
Killeen - Temple	65.4	176
Battle Creek	65.3	177
Asheville	64.7	178
△ Kannapolis - Concord - Salisbury	63.6	179
Springfield, Ohio	62.8	180
Terre Haute	62.8	180
Racine	62.5	182
Muskegon - Norton Shores - Muskegon Heights	61.3	183
Amarillo	60.7	184
Bradenton	59.9	185
Waco	59.2	186
Yakima	59.0	187
Fayetteville - Springdale	58.9	188
Anchorage	58.8	189
Cedar Rapids	58.8	189
Green Bay	57.1	191
Biloxi - Gulfport	56.6	192
Champaign - Urbana - Rantoul	56.1	193
Steubenville - Weirton	56.0	194
Boise	55.8	195
Parkersburg - Marietta	55.0	196
Brownsville - Harlingen - San Benito	54.8	197
△ Jamestown	54.0	198
Lake Charles	53.4	199
Provo - Orem	53.0	200
Total Top 200	55,163.5	
Lynchburg	52.0	201
Jackson, Mich.	51.8	202
Pittsfield	50.7	203
Tallahassee	50.5	204
Wilmington, N.C.	50.4	205
Abilene	49.7	206
Altoona	48.9	207
Decatur	48.8	208
Fort Collins	48.7	209
Anderson, Ind.	48.4	210
△ Bremerton	48.3	211
Longview - Marshall	48.3	211
St. Cloud	47.6	213
△ Joplin	47.3	214
Wichita Falls	46.9	215
Clarksville - Hopkinsville	46.7	216
Gainesville	46.7	216
Elkhart	46.5	218
Janesville - Beloit	46.4	219
Florence	46.3	220
Waterloo - Cedar Falls	45.9	221
△ Bangor	45.8	222
Monroe	45.8	222
Fargo - Moorhead	45.7	224
Vineland - Millville - Bridgeton	45.0	225
△ Anderson, S.C.	44.5	226
Mansfield	44.3	227
Texarkana	44.2	228
Kenosha	44.0	229
Alexandria, La.	43.8	230
Richland - Kennewick - Pasco	43.8	230
Lafayette, La.	43.7	232
Pueblo	43.7	232
△ Olympia	43.6	234
Tyler	42.3	235
Muncie	42.2	236
Petersburg - Colonial Heights - Hopewell	42.2	236
Sioux City	42.1	238
Eau Claire	42.0	239
Tuscaloosa	41.1	240
Bloomington - Normal	40.7	241
△ Newark, Ohio	40.6	242
Anniston	40.4	243
△ Hagerstown	39.7	244
Williamsport	39.7	244
Bay City	39.6	246
Billings	39.3	247
Greeley	39.1	248
Odessa	38.7	249
St. Joseph	38.5	250
Total Top 250	57,406.4	
Lawton	38.0	251
△ Burlington, Vt.	37.5	252
Lafayette - West Lafayette	37.5	252
△ Danville, Va.	37.3	254
△ Athens	37.1	255
Kokomo	36.6	256
Pascagoula - Moss Point	36.6	256
△ Wausau	36.6	256
△ Sheboygan	36.4	259
△ Danville, Ill.	36.3	260
Gadsden	35.9	261
Sioux Falls	35.8	262
Burlington, N.C.	35.6	263
△ Michigan City - La Porte	35.0	264
Elmira	34.9	265
Grand Forks	33.8	266
Lewiston - Auburn	33.8	266
Panama City	33.7	268
Sherman - Denison	33.5	269
Albany, Ga.	33.4	270
Rapid City	31.8	271
Bloomington, Ind.	31.7	272
Rochester, Minn.	31.7	272
Kankakee	31.5	274
Columbia, Mo.	31.2	275
La Crosse	31.2	275
Great Falls	30.9	277
San Angelo	29.5	278
△ Manitowoc - Two Rivers	28.8	279
Dubuque	28.5	280
△ Hattiesburg	28.4	281
Pine Bluff	28.3	282
△ Marion	28.2	283
Bryan - College Station	28.0	284
Iowa City	28.0	284
Las Cruces	27.7	286
Owensboro	27.6	287
Midland	26.8	288
Bismarck	26.5	289
Enid	25.6	290
△ Jackson, Tenn.	25.5	291
△ Quincy, Ill.	25.5	291
△ Cheyenne	25.4	293
Laredo	25.3	294
△ Meridian	25.2	295
△ Missoula	25.2	295
Lawrence, Kans.	22.9	297
△ Pocatello	22.9	297
△ Santa Fe	22.2	299
△ Victoria	20.7	300
Total Above Areas	58,944.4	
Percent of U.S.	75.3252	
U.S. Total	78,253.2	

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The Dallas Morning News
That extra edge

Source: Computed from ABC Publisher's Statements 9/30/79 and 9/30/78 by Dallas Morning News Research Department. Six-day average computed for Times Herald Publisher's Statement 9/30/78 to compare to six-day average in Publisher's Statement 9/30/79. Represented: by Cresmer, Woodward, O'Mara & Ormsbee, Inc., National; The Leonard Co., Florida, Mexico, Caribbean; Lenha Hawaii, Hawaii. A Member of Metropolitan Sunday Newspapers, Inc.

EFFECTIVE BUYING INCOME (EBI)

Area	($000)	Rank
New York	75,109,800	1
Chicago	61,441,498	2
Los Angeles - Long Beach	61,425,789	3
Detroit	38,144,053	4
Philadelphia	37,585,628	5
San Francisco - Oakland	30,883,788	6
Boston - Lowell - Brockton - Lawrence - Haverhill	30,256,753	7
Washington	29,528,528	8
Houston	24,964,200	9
Dallas - Fort Worth	24,030,255	10
Nassau - Suffolk	23,341,944	11
St. Louis	17,998,739	12
Newark, N.J.	17,742,297	13
Anaheim - Santa Ana - Garden Grove	17,500,110	14
Minneapolis - St. Paul	17,029,402	15
Pittsburgh	16,718,077	16
Cleveland	16,079,692	17
Baltimore	15,053,484	18
Atlanta	14,773,277	19
San Diego	14,125,990	20
Seattle - Everett	13,095,355	21
Denver - Boulder	13,022,633	22
San Jose	12,269,228	23
Miami	12,194,349	24
Kansas City	11,573,706	25
Milwaukee	11,187,697	26
Phoenix	10,742,859	27
Tampa - St. Petersburg	10,623,252	28
Cincinnati	10,557,764	29
Riverside - San Bernardino - Ontario	10,175,776	30
Portland, Ore.	9,533,120	31
Buffalo	9,196,155	32
Indianapolis	9,117,620	33
New Orleans	8,764,377	34
Bridgeport - Stamford - Norwalk - Danbury	8,597,141	35
Columbus, Ohio	8,556,037	36
Hartford - New Britain - Bristol	8,365,610	37
Fort Lauderdale - Hollywood	7,886,777	38
Rochester, N.Y.	7,726,250	39
Sacramento	7,658,407	40
Louisville	7,076,996	41
San Antonio	6,913,900	42
Toledo	6,485,561	43
Dayton	6,464,168	44
Oklahoma City	6,282,856	45
Providence - Warwick - Pawtucket	6,032,293	46
Honolulu	6,013,156	47
Memphis	6,007,079	48
Nashville-Davidson	5,889,490	49
Greensboro - Winston-Salem - High Point	5,853,043	50
Total Top 50	**847,575,959**	
Salt Lake City - Ogden	5,749,442	51
Birmingham	5,727,469	52
New Haven - West Haven - Waterbury - Meriden	5,657,973	53
Albany - Schenectady - Troy	5,648,524	54
Norfolk - Virginia Beach - Portsmouth	5,173,735	55
Gary - Hammond - East Chicago	5,132,182	56
Allentown - Bethlehem - Easton	4,901,696	57
Richmond	4,870,261	58
Akron	4,833,482	59
Tulsa	4,794,883	60
New Brunswick - Perth Amboy - Sayreville	4,791,365	61
Charlotte - Gastonia	4,744,692	62
Syracuse	4,640,784	63
Worcester - Fitchburg - Leominster	4,630,721	64
West Palm Beach - Boca Raton	4,624,150	65
Jacksonville	4,570,889	66
Orlando	4,555,470	67
Flint	4,537,770	68
Omaha	4,463,853	69
Wilmington, Del.	4,154,939	70
Jersey City	4,142,158	71
Springfield - Chicopee - Holyoke	4,041,954	72
Northeast Pennsylvania	4,034,531	73
Long Branch - Asbury Park	3,989,970	74
Youngstown - Warren	3,933,525	75
Raleigh - Durham	3,871,487	76
Grand Rapids	3,864,288	77
Lansing - East Lansing	3,812,099	78
Paterson - Clifton - Passaic	3,722,330	79
Austin	3,713,692	80
Harrisburg	3,667,704	81
Greenville - Spartanburg	3,659,282	82
Oxnard - Simi Valley - Ventura	3,564,208	83
Tucson	3,469,314	84
Tacoma	3,405,873	85
Baton Rouge	3,368,527	86
Wichita	3,326,179	87
Davenport - Rock Island - Moline	3,243,269	88
Las Vegas	3,148,932	89
Knoxville	3,112,853	90
Peoria	3,079,271	91
Fresno	3,017,316	92
New Bedford - Fall River	3,012,150	93
Canton	2,961,735	94
Beaumont - Port Arthur - Orange	2,906,718	95
Albuquerque	2,890,475	96
Fort Wayne	2,890,323	97
Little Rock - North Little Rock	2,862,950	98
Des Moines	2,770,913	99
Trenton	2,758,310	100
Total Top 100	**1,048,022,575**	
Chattanooga	2,686,616	101
Madison	2,667,694	102
Lancaster	2,663,312	103
El Paso	2,649,864	104
York	2,593,419	105
Columbia, S.C.	2,545,816	106
Mobile	2,544,572	107
Santa Barbara - Santa Maria - Lompoc	2,486,056	108
Reading	2,479,994	109
Spokane	2,461,526	110
Ann Arbor	2,330,414	111
Johnson City - Kingsport - Bristol	2,330,108	112
Newport News - Hampton	2,325,404	113
Shreveport	2,314,538	114
Bakersfield	2,313,027	115
Charleston - North Charleston, S.C.	2,302,424	116
Rockford	2,275,968	117
Vallejo - Fairfield - Napa	2,260,166	118
Lexington-Fayette	2,211,130	119
Stockton	2,167,187	120
Santa Rosa	2,130,485	121
Lorain - Elyria	2,082,248	122
Charleston, W. Va.	2,049,904	123
Appleton - Oshkosh	2,047,910	124
Jackson, Miss.	2,023,205	125
Utica - Rome	1,996,330	126
Huntington - Ashland	1,994,607	127
Corpus Christi	1,953,230	128
Evansville	1,950,763	129
Modesto	1,949,321	130
South Bend	1,940,703	131
Huntsville	1,937,417	132
Manchester - Nashua	1,932,007	133
Duluth - Superior	1,911,412	134
Hamilton - Middletown	1,902,375	135
Salinas - Seaside - Monterey	1,886,774	136
Johnstown	1,877,661	137
Saginaw	1,869,956	138
Eugene - Springfield	1,868,625	139
Lakeland - Winter Haven	1,865,895	140
Colorado Springs	1,865,088	141
Binghamton	1,836,553	142
Anchorage	1,832,970	143
Kalamazoo - Portage	1,798,921	144
Augusta	1,797,707	145
Erie	1,730,177	146
Montgomery	1,702,353	147
New London - Norwich	1,691,306	148
Poughkeepsie	1,668,145	149
Reno	1,664,960	150
Total Top 150	**1,153,390,818**	
△ Newburgh - Middletown	1,662,012	151
Pensacola	1,645,618	152
Lubbock	1,606,509	153
Portland, Me.	1,596,533	154
Salem	1,544,272	155
Roanoke	1,524,370	156
Galveston - Texas City	1,498,487	157
Melbourne - Titusville - Cocoa	1,455,583	158
Lima	1,448,635	159
Springfield, Ill.	1,448,572	160
Fort Myers - Cape Coral	1,440,034	161
Macon	1,436,840	162
Topeka	1,427,379	163
Fayetteville, N.C.	1,422,553	164
Daytona Beach	1,415,261	165
Lincoln	1,413,835	166
Atlantic City	1,383,385	167
Springfield, Mo.	1,371,863	168
Amarillo	1,366,991	169
Racine	1,349,714	170
Sarasota	1,327,450	171
Cedar Rapids	1,318,850	172
Savannah	1,304,340	173
Wheeling	1,302,271	174
Santa Cruz	1,294,758	175
Columbus, Ga.	1,286,306	176
Killeen - Temple	1,285,614	177
Battle Creek	1,285,434	178
△ Bremerton	1,279,452	179
Champaign - Urbana - Rantoul	1,255,818	180
Springfield, Ohio	1,238,415	181
Steubenville - Weirton	1,238,395	182
△ Benton Harbor - St. Joseph	1,230,571	183
Green Bay	1,194,276	184
Asheville	1,161,736	185
Terre Haute	1,134,393	186
△ Kannapolis - Concord - Salisbury	1,122,661	187
Anderson, Ind.	1,118,835	188
Fort Smith	1,104,071	189
Decatur	1,083,809	190
Parkersburg - Marietta	1,078,522	191
Waco	1,076,889	192
Janesville - Beloit	1,075,761	193
Boise	1,075,541	194
Waterloo - Cedar Falls	1,067,025	195
Kenosha	1,065,325	196
Provo - Orem	1,063,710	197
Yakima	1,063,672	198
Lake Charles	1,062,020	199
Pittsfield	1,045,492	200
Total Top 200	**1,218,090,676**	
△ Olympia	1,041,647	201
Fayetteville - Springdale	1,039,744	202
Elkhart	1,037,434	203
Fargo - Moorhead	1,032,926	204
Tallahassee	1,032,228	205
Richland - Kennewick - Pasco	1,029,367	206
Fort Collins	1,018,456	207
Biloxi - Gulfport	1,008,299	208
Muskegon - Norton Shores - Muskegon Heights	1,005,347	209
McAllen - Pharr - Edinburg	995,579	210
Jackson, Mich.	990,918	211
Bradenton	987,772	212
Lafayette, La.	964,365	213
Bloomington - Normal	959,366	214
Abilene	942,026	215
Longview - Marshall	933,247	216
Wichita Falls	932,257	217
Muncie	920,704	218
Wilmington, N.C.	916,980	219
Kokomo	913,541	220
Sioux City	905,238	221
St. Cloud	903,492	222
Mansfield	897,230	223
Pascagoula - Moss Point	890,514	224
Clarksville - Hopkinsville	890,410	225
Lynchburg	884,993	226
Odessa	877,980	227
Monroe	876,250	228
Tyler	873,107	229
△ Jamestown	869,380	230
Vineland - Millville - Bridgeton	869,152	231
Brownsville - Harlingen - San Benito	855,116	232
△ Danville, Ill.	849,854	233
Altoona	848,013	234
Gainesville	843,209	235
△ Bangor	839,385	236
Sioux Falls	825,734	237
Bay City	824,807	238
Pueblo	814,098	239
Petersburg - Colonial Heights - Hopewell	811,152	240
Lawton	809,310	241
△ Anderson, S.C.	793,100	242
Tuscaloosa	787,615	243
Lafayette - West Lafayette	786,259	244
△ Burlington, Vt.	781,195	245
△ Wausau	780,408	246
△ Michigan City - La Porte	756,448	247
Greeley	738,430	248
Alexandria, La.	736,573	249
Florence	732,319	250
Total Top 250	**1,262,743,650**	
△ Sheboygan	722,530	251
Rochester, Minn.	721,809	252
△ Newark, Ohio	718,171	253
Eau Claire	714,622	254
△ Hagerstown	710,337	255
Billings	709,653	256
Midland	699,015	257
Kankakee	696,347	258
Sherman - Denison	691,617	259
Texarkana	689,950	260
Albany, Ga.	689,849	261
Williamsport	686,952	262
Grand Forks	685,042	263
Dubuque	684,047	264
△ Joplin	665,795	265
St. Joseph	656,000	266
△ Danville, Va.	649,853	267
Burlington, N.C.	649,596	268
Rapid City	639,873	269
Anniston	631,390	270
△ Marion	615,611	271
Bloomington, Ind.	608,818	272
△ Athens	607,825	273
Columbia, Mo.	602,226	274
Elmira	600,900	275
△ Cheyenne	576,356	276
Owensboro	572,251	277
Bryan - College Station	569,999	278
Great Falls	557,653	279
San Angelo	552,841	280
Lewiston - Auburn	540,148	281
△ Manitowoc - Two Rivers	538,905	282
Panama City	537,956	283
La Crosse	536,562	284
Iowa City	535,652	285
Bismarck	530,990	286
Gadsden	528,340	287
Pine Bluff	525,134	288
△ Quincy, Ill.	514,111	289
Las Cruces	498,450	290
△ Missoula	491,603	291
△ Jackson, Tenn.	473,448	292
△ Hattiesburg	453,327	293
Enid	446,781	294
Lawrence, Kans.	434,236	295
△ Santa Fe	433,003	296
△ Victoria	432,638	297
△ Pocatello	428,614	298
△ Meridian	424,825	299
Laredo	376,663	300
Total Above Areas	**1,292,001,964**	
Percent of U.S.	**79.8201**	
U.S. Total	**1,618,642,884**	

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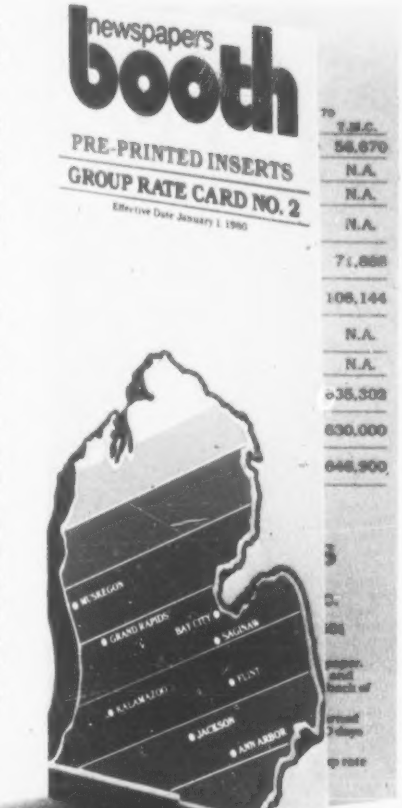
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MEDIAN HOUSEHOLD EBI

Area	($)	Rank
Anchorage	27,279	1
San Jose	24,883	2
Bridgeport - Stamford - Norwalk - Danbury	24,834	3
New Brunswick - Perth Amboy - Sayreville	24,816	4
△ Bremerton	24,620	5
Nassau - Suffolk	24,592	6
Honolulu	24,060	7
Washington	23,958	8
Newark, N.J.	23,665	9
Detroit	23,473	10
Saginaw	23,460	11
Flint	23,369	12
Gary - Hammond - East Chicago	23,218	13
Kokomo	23,077	14
Ann Arbor	23,059	15
Kenosha	22,906	16
Chicago	22,597	17
Houston	22,578	18
Davenport - Rock Island - Moline	22,463	19
Midland	22,419	20
Anaheim - Santa Ana - Garden Grove	22,350	21
Dubuque	22,217	22
Long Branch - Asbury Park	22,142	23
Richland - Kennewick - Pasco	22,140	24
Janesville - Beloit	22,012	25
Trenton	21,992	26
Pascagoula - Moss Point	21,949	27
△ Olympia	21,836	28
Peoria	21,809	29
Rockford	21,794	30
Lorain - Elyria	21,648	31
Cedar Rapids	21,461	32
Minneapolis - St. Paul	21,450	33
Lansing - East Lansing	21,428	34
Cleveland	21,374	35
Waterloo - Cedar Falls	21,341	36
Sioux Falls	21,286	37
Dallas - Fort Worth	21,187	38
Fort Wayne	21,172	39
Anderson, Ind.	21,111	40
Toledo	21,102	41
△ Danville, Ill.	21,072	42
Steubenville - Weirton	21,070	43
Reno	21,066	44
Des Moines	20,966	45
Hartford - New Britain - Bristol	20,903	46
Kansas City	20,901	47
Rochester, Minn.	20,857	48
Milwaukee	20,835	49
San Francisco - Oakland	20,827	50
Kankakee	20,805	51
Odessa	20,749	52
Paterson - Clifton - Passaic	20,682	53
Youngstown - Warren	20,590	54
Harrisburg	20,584	55
Bloomington - Normal	20,569	56
Wilmington, Del.	20,537	57
Decatur	20,483	58
Wichita	20,473	59
Indianapolis	20,441	60
Philadelphia	20,386	61
Hamilton - Middletown	20,383	62
Seattle - Everett	20,370	63
Denver - Boulder	20,369	64
Dayton	20,296	65
Elkhart	20,270	66
Rochester, N.Y.	20,149	67
Beaumont - Port Arthur - Orange	20,085	68
Louisville	20,072	69
Madison	20,051	70
Santa Barbara - Santa Maria - Lompoc	20,036	71
△ Marion	20,025	72
Fargo - Moorhead	20,018	73
St. Louis	19,997	74
△ Cheyenne	19,994	75
Omaha	19,942	76
Amarillo	19,882	77
△ Michigan City - La Porte	19,852	78
Racine	19,821	79
Reading	19,786	80
Charleston, W. Va.	19,782	81
Atlanta	19,749	82
Baton Rouge	19,734	83
Poughkeepsie	19,733	84
Charlotte - Gastonia	19,668	85
Las Vegas	19,662	86
△ Wausau	19,652	87
Cincinnati	19,647	88
Akron	19,627	89
Allentown - Bethlehem - Easton	19,599	90
Boston - Lowell - Brockton - Lawrence - Haverhill	19,569	91
Muncie	19,511	92
Lancaster	19,508	93
Bay City	19,481	94
Green Bay	19,468	95
Richmond	19,447	96
Canton	19,429	97
Manchester - Nashua	19,412	98
Salt Lake City - Ogden	19,390	99
Portland, Ore.	19,320	100
Appleton - Oshkosh	19,312	101
Columbus, Ohio	19,307	102
Phoenix	19,273	103
New Haven - West Haven - Waterbury - Meriden	19,208	104
Oxnard - Simi Valley - Ventura	19,202	105
Sacramento	18,943	106
Galveston - Texas City	18,925	107
Sioux City	18,877	108
Mansfield	18,867	109
Lima	18,836	110
South Bend	18,836	110
Worcester - Fitchburg - Leominster	18,833	112
Pittsfield	18,817	113
York	18,777	114
△ Burlington, Vt.	18,712	115
Syracuse	18,699	116
Los Angeles - Long Beach	18,680	117
New Orleans	18,675	118
△ Sheboygan	18,572	119
Pittsburgh	18,569	120
Tacoma	18,559	121
△ Victoria	18,518	122
Lubbock	18,488	123
Greensboro - Winston-Salem - High Point	18,459	124
Owensboro	18,394	125
Topeka	18,393	126
Springfield, Ohio	18,325	127
Raleigh - Durham	18,249	128
Austin	18,173	129
Champaign - Urbana - Rantoul	18,171	130
Battle Creek	18,165	131
Lafayette - West Lafayette	18,108	132
Johnstown	18,069	133
Bismarck	18,057	134
Lafayette, La.	18,040	135
Springfield, Ill.	18,033	136
Parkersburg - Marietta	18,026	137
Lincoln	18,013	138
Lake Charles	17,976	139
Fort Collins	17,973	140
Lexington-Fayette	17,955	141
New London - Norwich	17,949	142
Providence - Warwick - Pawtucket	17,940	143
△ Quincy, Ill.	17,937	144
Sherman - Denison	17,927	145
Baltimore	17,924	146
Salinas - Seaside - Monterey	17,923	147
Nashville-Davidson	17,917	148
Little Rock - North Little Rock	17,899	149
Grand Rapids	17,897	150
Modesto	17,877	151
Oklahoma City	17,868	152
Vallejo - Fairfield - Napa	17,865	153
Duluth - Superior	17,855	154
Wheeling	17,849	155
Columbia, S.C	17,820	156
Albany - Schenectady - Troy	17,812	157
Spokane	17,785	158
Erie	17,744	159
Springfield - Chicopee - Holyoke	17,718	160
Jersey City	17,714	161
Provo - Orem	17,622	162
Vineland - Millville - Bridgeton	17,621	163
Jackson, Mich.	17,594	164
Stockton	17,558	165
Tyler	17,526	166
West Palm Beach - Boca Raton	17,441	167
Huntsville	17,421	168
Miami	17,403	169
Buffalo	17,326	170
Jackson, Miss.	17,289	171
Eugene - Springfield	17,270	172
Boise	17,257	173
Evansville	17,233	174
Tucson	17,221	175
Portland, Me.	17,209	176
Tulsa	17,171	177
Greenville - Spartanburg	17,117	178
Corpus Christi	17,107	179
Memphis	17,095	180
Santa Rosa	17,078	181
San Antonio	17,072	182
Rapid City	17,070	183
△ Newburgh - Middletown	17,067	184
△ Manitowoc - Two Rivers	17,059	185
Grand Forks	17,036	186
Kalamazoo - Portage	17,015	187
Fort Lauderdale - Hollywood	16,977	188
△ Pocatello	16,927	189
New York	16,918	190
Burlington, N.C.	16,883	191
Pueblo	16,801	192
Birmingham	16,792	193
Longview - Marshall	16,765	194
San Diego	16,763	195
St. Cloud	16,751	196
△ Newark, Ohio	16,720	197
Albany, Ga.	16,663	198
Knoxville	16,619	199
Norfolk - Virginia Beach - Portsmouth	16,597	200
Albuquerque	16,521	201
△ Missoula	16,512	202
Tallahassee	16,503	203
Orlando	16,496	204
Roanoke	16,471	205
El Paso	16,460	206
Montgomery	16,415	207
Iowa City	16,403	208
Newport News - Hampton	16,348	209
Petersburg - Colonial Heights - Hopewell	16,347	210
Greeley	16,315	211
△ Anderson, S.C.	16,254	212
Wichita Falls	16,246	213
△ Hagerstown	16,240	214
Augusta	16,218	215
△ Bangor	16,212	216
Huntington - Ashland	16,212	216
Bakersfield	16,209	218
Riverside - San Bernardino - Ontario	16,209	218
Billings	16,181	220
△ Kannapolis - Concord - Salisbury	16,163	221
New Bedford - Fall River	16,159	222
Shreveport	16,118	223
Melbourne - Titusville - Cocoa	16,019	224
Salem	15,999	225
Williamsport	15,937	226
△ Santa Fe	15,836	227
Great Falls	15,824	228
Columbia, Mo.	15,778	229
Abilene	15,755	230
Tuscaloosa	15,711	231
Yakima	15,677	232
Northeast Pennsylvania	15,657	233
Altoona	15,653	234
Savannah	15,648	235
Lawrence, Kans.	15,645	236
Monroe	15,628	237
Bloomington, Ind.	15,616	238
Terre Haute	15,576	239
Eau Claire	15,571	240
Colorado Springs	15,538	241
△ Jackson, Tenn.	15,530	242
Waco	15,528	243
Atlantic City	15,526	244
Macon	15,519	245
Fresno	15,474	246
Bryan - College Station	15,459	247
Utica - Rome	15,451	248
Elmira	15,448	249
La Crosse	15,444	250
Springfield, Mo.	15,428	251
Wilmington, N.C.	15,426	252
Lawton	15,396	253
Chattanooga	15,385	254
Binghamton	15,382	255
Jacksonville	15,308	256
Muskegon - Norton Shores - Muskegon Heights	15,286	257
Lakeland - Winter Haven	15,200	258
Asheville	15,194	259
Mobile	15,161	260
San Angelo	15,144	261
Charleston - North Charleston, S.C.	15,113	262
Enid	15,078	263
△ Benton Harbor - St. Joseph	15,066	264
Lynchburg	15,051	265
Pine Bluff	15,047	266
Santa Cruz	15,044	267
△ Danville, Va.	15,020	268
St. Joseph	15,010	269
Pensacola	14,892	270
Fayetteville - Springdale	14,682	271
Las Cruces	14,646	272
Fort Myers - Cape Coral	14,588	273
△ Jamestown	14,579	274
Gainesville	14,503	275
Columbus, Ga.	14,404	276
Fayetteville, N.C.	14,382	277
Biloxi - Gulfport	14,347	278
Lewiston - Auburn	14,286	279
Killeen - Temple	14,280	280
Florence	14,103	281
Clarksville - Hopkinsville	14,059	282
Johnson City - Kingsport - Bristol	13,913	283
Alexandria, La.	13,783	284
Texarkana	13,702	285
Panama City	13,634	286
Tampa - St. Petersburg	13,622	287
Gadsden	13,328	288
Anniston	13,281	289
△ Athens	13,188	290
△ Meridian	13,178	291
△ Hattiesburg	12,758	292
Bradenton	12,690	293
Fort Smith	12,587	294
Sarasota	12,382	295
△ Joplin	11,918	296
Daytona Beach	11,667	297
Brownsville - Harlingen - San Benito	11,623	298
McAllen - Pharr - Edinburg	10,713	299
Laredo	10,622	300
Median Above Areas	**19,182**	
U.S. Median	**17,924**	

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THE LARGEST AND MOST EFFICIENT NEWSPAPER BUY IN THE 8 COUNTY UNYT* MARKET.

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UNYT

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Represented by Newhouse Newspapers

*Richmond, Hudson, Essex, Morris, Somerset, Middlesex, Monmouth, Union.

TOTAL RETAIL SALES

Area	($000)	Rank
Los Angeles - Long Beach	31,088,897	1
Chicago	30,308,650	2
New York	29,025,355	3
Detroit	20,647,704	4
Philadelphia	17,376,046	5
San Francisco - Oakland	14,683,264	6+
Boston - Lowell - Brockton - Lawrence - Haverhill	14,664,190	7
Houston	14,501,111	8
Dallas - Fort Worth	13,699,830	9
Washington	13,637,029	10
Nassau - Suffolk	11,144,390	11
St. Louis	9,953,879	12
Minneapolis - St. Paul	9,852,702	13
Anaheim - Santa Ana - Garden Grove	9,550,489	14
Pittsburgh	8,767,860	15
Baltimore	8,415,411	16
Atlanta	8,375,077	17
Cleveland	8,326,267	18
Newark, N.J.	7,674,154	19
San Diego	7,512,742	20
Seattle - Everett	7,433,300	21
Denver - Boulder	7,176,249	22
Miami	7,170,416	23
Tampa - St. Petersburg	6,521,762	24
Kansas City	6,384,658	25
Milwaukee	6,191,419	26
San Jose	6,176,709	27
Phoenix	6,117,664	28
Riverside - San Bernardino - Ontario	5,983,490	29
Cincinnati	5,720,704	30
Portland, Ore.	5,496,524	31
Fort Lauderdale - Hollywood	5,333,105	32
Indianapolis	5,178,898	33
Buffalo	4,878,323	34
Columbus, Ohio	4,683,962	35
New Orleans	4,676,187	36
Sacramento	4,591,234	37
San Antonio	3,967,566	38
Rochester, N.Y.	3,956,519	39
Hartford - New Britain - Bristol	3,875,864	40
Louisville	3,698,503	41
Oklahoma City	3,673,718	42
Nashville-Davidson	3,590,435	43
Birmingham	3,441,452	44
Memphis	3,437,255	45
Salt Lake City - Ogden	3,382,081	46
Dayton	3,343,851	47
Bridgeport - Stamford - Norwalk - Danbury	3,285,501	48
Toledo	3,268,771	49
Greensboro - Winston-Salem - High Point	3,224,110	50
Total Top 50	**435,065,277**	
Albany - Schenectady - Troy	3,109,680	51
Jacksonville	3,040,903	52
Orlando	3,037,911	53
Honolulu	3,033,919	54
Norfolk - Virginia Beach - Portsmouth	2,872,425	55
Providence - Warwick - Pawtucket	2,817,974	56
Tulsa	2,802,316	57
Richmond	2,768,056	58
Akron	2,710,591	59
New Haven - West Haven - Waterbury - Meriden	2,679,013	60
West Palm Beach - Boca Raton	2,666,079	61
Grand Rapids	2,623,875	62
Charlotte - Gastonia	2,598,463	63
Gary - Hammond - East Chicago	2,595,907	64
Flint	2,560,564	65
Allentown - Bethlehem - Easton	2,537,429	66
Syracuse	2,512,278	67
Worcester - Fitchburg - Leominster	2,461,823	68
New Brunswick - Perth Amboy - Sayreville	2,387,229	69
Omaha	2,356,246	70
Northeast Pennsylvania	2,316,232	71
Austin	2,299,393	72
Springfield - Chicopee - Holyoke	2,202,622	73
Fresno	2,189,169	74
Las Vegas	2,167,993	75
Greenville - Spartanburg	2,155,406	76
Youngstown - Warren	2,144,387	77
Tucson	2,054,626	78
Long Branch - Asbury Park	2,047,894	79
Raleigh - Durham	2,041,405	80
Wilmington, Del.	2,021,492	81
Harrisburg	1,992,826	82
Baton Rouge	1,986,982	83
Lansing - East Lansing	1,981,198	84
Knoxville	1,954,785	85
Oxnard - Simi Valley - Ventura	1,916,634	86
Wichita	1,915,139	87
Albuquerque	1,877,285	88
Paterson - Clifton - Passaic	1,826,052	89
Moines	1,763,570	90
oria	1,747,329	91
Paso	1,743,707	92
venport - Rock Island - Moline	1,732,675	93
umont - Port Arthur - Orange	1,731,403	94
ton	1,727,226	95
e Rock - North Little Rock	1,722,070	96
Bedford - Fall River	1,690,196	97
oma	1,674,762	98
bile	1,665,976	99
ersfield	1,628,053	100
al Top 100	**547,146,445**	
Fort Wayne	1,611,050	101
Chattanooga	1,586,963	102
Jersey City	1,573,132	103
Johnson City - Kingsport - Bristol	1,571,283	104
Madison	1,537,137	105
Columbia, S.C.	1,484,835	106
Lexington-Fayette	1,478,810	107
Shreveport	1,468,858	108
Newport News - Hampton	1,403,322	109
Lancaster	1,400,718	110
Stockton	1,397,761	111
Corpus Christi	1,384,691	112
Jackson, Miss.	1,376,504	113
Charleston - North Charleston, S.C.	1,354,735	114
Spokane	1,343,591	115
York	1,338,668	116
Santa Rosa	1,324,213	117
Lakeland - Winter Haven	1,300,280	118
Trenton	1,293,764	119
Santa Barbara - Santa Maria - Lompoc	1,274,736	120
Eugene - Springfield	1,267,259	121
Evansville	1,257,884	122
Charleston, W. Va.	1,224,415	123
Ann Arbor	1,218,917	124
Reading	1,217,034	125
Colorado Springs	1,210,363	126
Vallejo - Fairfield - Napa	1,188,841	127
Reno	1,188,166	128
Kalamazoo - Portage	1,182,038	129
Salinas - Seaside - Monterey	1,165,401	130
Portland, Me.	1,147,351	131
Augusta	1,140,885	132
Appleton - Oshkosh	1,136,870	133
Utica - Rome	1,135,734	134
Huntsville	1,134,911	135
Lubbock	1,134,430	136
Daytona Beach	1,132,870	137
Rockford	1,130,262	138
Huntington - Ashland	1,124,433	139
Modesto	1,122,162	140
South Bend	1,118,697	141
Duluth - Superior	1,108,633	142
Binghamton	1,107,022	143
Manchester - Nashua	1,102,642	144
Anchorage	1,077,093	145
Pensacola	1,074,272	146
Sarasota	1,073,146	147
Roanoke	1,063,957	148
Melbourne - Titusville - Cocoa	1,063,652	149
Montgomery	1,057,446	150
Total Top 150	**609,958,282**	
Saginaw	1,056,843	151
Erie	1,029,817	152
Amarillo	1,023,999	153
Springfield, Mo.	1,021,041	154
Fort Myers - Cape Coral	1,006,013	155
Lorain - Elyria	991,115	156
△ Newburgh - Middletown	979,400	157
Salem	967,459	158
Macon	966,236	159
Johnstown	963,641	160
McAllen - Pharr - Edinburg	948,803	161
Poughkeepsie	936,694	162
Springfield, Ill.	930,945	163
Atlantic City	915,253	164
Savannah	887,960	165
Boise	864,007	166
Lima	858,643	167
Hamilton - Middletown	854,148	168
Galveston - Texas City	841,130	169
Terre Haute	833,379	170
△ Benton Harbor - St. Joseph	827,475	171
Columbus, Ga.	826,302	172
Santa Cruz	820,050	173
Lincoln	809,808	174
New London - Norwich	805,400	175
Topeka	802,849	176
Green Bay	789,660	177
St. Cloud	77[illegible]955	178
Fayetteville, N.C.	766,001	179
Fort Smith	760,015	180
Waco	758,854	181
Cedar Rapids	753,515	182
Longview - Marshall	753,254	183
Fargo - Moorhead	752,443	184
Champaign - Urbana - Rantoul	750,659	185
Lafayette, La.	720,163	186
Parkersburg - Marietta	698,039	187
Wheeling	695,099	188
Brownsville - Harlingen - San Benito	690,732	189
Asheville	680,800	190
Richland - Kennewick - Pasco	678,926	191
Sioux Falls	677,340	192
Odessa	676,675	193
Lake Charles	672,344	194
Waterloo - Cedar Falls	667,559	195
Billings	665,414	196
Biloxi - Gulfport	665,147	197
Killeen - Temple	664,967	198
Fayetteville - Springdale	653,342	199
Springfield, Ohio	651,636	200
Total Top 200	**650,749,231**	
Tallahassee	646,475	201
Yakima	645,408	202
Bradenton	641,107	203
Elkhart	638,520	204
Battle Creek	632,926	205
Fort Collins	632,294	206
Tyler	630,716	207
Muskegon - Norton Shores - Muskegon Heights	629,182	208
Abilene	628,405	209
Gainesville	627,483	210
Racine	627,187	211
Wichita Falls	620,297	212
Janesville - Beloit	614,625	213
Decatur	611,383	214
Provo - Orem	607,446	215
Lynchburg	601,784	216
Mansfield	593,325	217
Pittsfield	585,978	218
△ Joplin	578,580	219
Jackson, Mich.	573,813	220
△ Kannapolis - Concord - Salisbury	569,250	221
Monroe	566,364	222
△ Bangor	564,652	223
Altoona	557,271	224
Eau Claire	554,470	225
Bloomington - Normal	553,633	226
Anderson, Ind.	553,263	227
Steubenville - Weirton	549,455	228
Vineland - Millville - Bridgeton	543,824	229
△ Jamestown	538,991	230
Clarksville - Hopkinsville	531,812	231
△ Hagerstown	531,062	232
Muncie	518,268	233
Bay City	517,194	234
Wilmington, N.C.	516,918	235
△ Anderson, S.C.	505,037	236
Sioux City	504,696	237
Rochester, Minn.	500,942	238
Alexandria, La.	497,021	239
Texarkana	494,150	240
Rapid City	491,890	241
Lafayette - West Lafayette	486,677	242
Florence	483,141	243
Tuscaloosa	481,598	244
△ Bremerton	470,852	245
Pueblo	467,567	246
Grand Forks	457,136	247
Kokomo	455,988	248
Laredo	453,599	249
Williamsport	452,784	250
Total Top 250	**678,485,670**	
Petersburg - Colonial Heights - Hopewell	450,345	251
△ Michigan City - La Porte	444,600	252
Panama City	440,433	253
△ Burlington, Vt.	439,907	254
Great Falls	439,500	255
△ Olympia	437,679	256
La Crosse	434,545	257
Dubuque	433,600	258
Midland	432,152	259
St. Joseph	428,312	260
Columbia, Mo.	426,987	261
Albany, Ga.	421,974	262
Bismarck	414,458	263
Anniston	413,926	264
Kankakee	410,249	265
San Angelo	408,176	266
△ Newark, Ohio	406,050	267
△ Wausau	403,918	268
△ Athens	399,555	269
△ Missoula	397,559	270
Owensboro	391,507	271
Kenosha	382,456	272
Sherman - Denison	381,014	273
△ Meridian	379,051	274
Lewiston - Auburn	377,652	275
△ Victoria	374,835	276
Gadsden	370,469	277
Burlington, N.C.	370,298	278
△ Hattiesburg	368,616	279
△ Sheboygan	368,253	280
△ Danville, Ill.	360,594	281
△ Danville, Va.	357,285	282
Greeley	355,967	283
Pascagoula - Moss Point	352,776	284
Iowa City	351,445	285
Elmira	349,013	286
Bloomington, Ind.	345,811	287
Bryan - College Station	343,896	288
△ Jackson, Tenn.	339,643	289
Lawton	336,099	290
△ Santa Fe	323,179	291
△ Cheyenne	322,400	292
Pine Bluff	316,506	293
△ Pocatello	315,573	294
△ Marion	291,267	295
Las Cruces	290,393	296
Enid	277,564	297
△ Quincy, Ill.	271,722	298
△ Manitowoc - Two Rivers	270,446	299
Lawrence, Kans.	251,175	300
Total Above Areas	**697,156,500**	
Percent of U.S.	**78.5512**	
U.S. Total	**887,518,635**	

The Arkansas Gazette has the largest circulation in Little Rock & Arkansas.

The Arkansas Gazette reaches more than half the households in the 95th ranked SMSA (Pulaski and Saline Counties), a market with an effective buying income of $2.6 billion. With circulation of 154,569 on Sunday and 129,274 daily, we're Arkansas's newspaper leader . . . by far. With numbers like these, it figures that the Arkansas Gazette is the only newspaper you'll ever need.

Arkansas Gazette.

Represented nationally by Sawyer-Ferguson-Walker Company.
Source: ABC, 3/31/80; Survey of Buying Power, 1979.

What is the difference between 'median' and 'average'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey*'s information. A helpful explanation of what these column headings mean is provided in a special section titled "Explanation of Terms" that appears at the end of Section A. Most of the inquiries we receive concerning *Survey* data are due to the user's failure to check the "Explanation of Terms" section. You can save yourself time, as well as make more accurate use of *Survey* data, if you read the Explanation.

San Francisco. The City is just the beginning...

of the affluent Northern California market, an area more populous than 42 States in the U.S. and a vital consideration in any marketing strategy.

In this market, one media buy dominates: The San Francisco Chronicle and The San Francisco Examiner. It's the buy that outranks the next newspaper by more than 3 to 1, reaching 662,353 homes throughout Northern California.

San Francisco Chronicle
San Francisco Examiner

San Francisco Newspaper Agency Agent for San Francisco Chronicle/San Francisco Examiner

Represented nationally by Sawyer-Ferguson-Walker. Sources: S&MM Survey of Buying Power, 1979; A.B.C. Publishers' Statement, 9/30/79.

PER HOUSEHOLD RETAIL SALES

Area	($)	Rank
Sioux Falls	18,920	1
Anchorage	18,318	2
△ Victoria	18,108	3
Laredo	17,929	4
Odessa	17,485	5
Reno	17,220	6
Billings	16,932	7
Amarillo	16,870	8
Lafayette, La.	16,480	9
Fargo - Moorhead	16,465	10
St. Cloud	16,386	11
Midland	16,125	12
Lubbock	15,822	13
Rochester, Minn.	15,803	14
△ Missoula	15,776	15
Bismarck	15,640	16
Longview - Marshall	15,595	17
Richland - Kennewick - Pasco	15,501	18
Boise	15,484	19
Rapid City	15,468	20
Dubuque	15,214	21
△ Meridian	15,042	22
Tyler	14,911	23
Houston	14,865	24
Las Vegas	14,859	25
Des Moines	14,648	26
△ Santa Fe	14,558	27
Waterloo - Cedar Falls	14,544	28
McAllen - Pharr - Edinburg	14,332	29
Corpus Christi	14,260	30
Flint	14,257	31
Great Falls	14,223	32
Saginaw	14,205	33
Owensboro	14,185	34
Fort Lauderdale - Hollywood	14,142	35
Honolulu	14,138	36
Jackson, Miss.	14,075	37
Ann Arbor	14,059	38
Lexington-Fayette	13,977	39
La Crosse	13,928	40
Detroit	13,903	41
Portland, Me.	13,890	42
Dallas - Fort Worth	13,848	43
San Angelo	13,836	44
Green Bay	13,829	45
Austin	13,827	46
Salinas - Seaside - Monterey	13,808	47
△ Pocatello	13,780	48
Elkhart	13,732	49
Columbia, Mo.	13,685	50
Minneapolis - St. Paul	13,663	51
Bloomington - Normal	13,603	52
San Jose	13,593	53
Grand Forks	13,525	54
Gainesville	13,436	55
Mansfield	13,393	56
Nassau - Suffolk	13,390	57
Champaign - Urbana - Rantoul	13,381	58
△ Hagerstown	13,377	59
Peoria	13,349	60
Springfield, Mo.	13,347	61
Wichita	13,346	62
Anaheim - Santa Ana - Garden Grove	13,342	63
Grand Rapids	13,333	64
△ Jackson, Tenn.	13,319	65
Sarasota	13,298	66
West Palm Beach - Boca Raton	13,271	67
Terre Haute	13,270	68
Janesville - Beloit	13,246	69
Wichita Falls	13,226	70
Eau Claire	13,202	71
Fresno	13,156	72
New Brunswick - Perth Amboy - Sayreville	13,153	73
Baton Rouge	13,150	74
Orlando	13,128	75
Beaumont - Port Arthur - Orange	13,097	76
Panama City	13,069	77
Bay City	13,060	78
Kankakee	13,024	79
Charleston, W. Va.	13,012	80
Eugene - Springfield	13,011	81
Roanoke	13,007	82
Madison	12,994	83
Fort Collins	12,983	84
△ Hattiesburg	12,979	85
Lafayette - West Lafayette	12,978	86
El Paso	12,974	87
Long Branch - Asbury Park	12,970	88
Davenport - Rock Island - Moline	12,902	89
Springfield, Ill.	12,876	90
Bakersfield	12,850	91
Kansas City	12,839	92
Waco	12,818	93
Cedar Rapids	12,815	94
Indianapolis	12,810	95
Tallahassee	12,801	96
Stockton	12,800	97
Atlanta	12,715	98
Fort Wayne	12,715	98
Sacramento	12,708	100
△ Michigan City - La Porte	12,703	101
Seattle - Everett	12,702	102
△ Cheyenne	12,693	103
Parkersburg - Marietta	12,692	104
Abilene	12,644	105
Albany, Ga.	12,634	106
Nashville-Davidson	12,633	107
Miami	12,615	108
Brownsville - Harlingen - San Benito	12,605	109
Columbia, S.C.	12,594	110
Lake Charles	12,591	111
Lakeland - Winter Haven	12,587	112
Kalamazoo - Portage	12,575	113
Salt Lake City - Ogden	12,568	114
Washington	12,562	115
Milwaukee	12,559	116
Denver - Boulder	12,555	117
Iowa City	12,552	118
Lansing - East Lansing	12,539	119
Little Rock - North Little Rock	12,533	120
Decatur	12,528	121
Richmond	12,486	122
Harrisburg	12,479	123
Phoenix	12,477	124
Albuquerque	12,465	125
Kokomo	12,459	126
Fort Myers - Cape Coral	12,435	127
Chicago	12,409	128
Monroe	12,366	129
Gary - Hammond - East Chicago	12,356	130
△ Bangor	12,329	131
Melbourne - Titusville - Cocoa	12,325	132
Portland, Ore.	12,324	133
Augusta	12,321	134
Savannah	12,316	135
Bryan - College Station	12,282	136
Muncie	12,281	137
St. Louis	12,269	138
Charlotte - Gastonia	12,268	139
△ Joplin	12,232	140
Atlantic City	12,220	141
Santa Rosa	12,182	142
Colorado Springs	12,177	143
Oklahoma City	12,165	144
Canton	12,164	145
Jacksonville	12,164	145
Cleveland	12,155	147
Montgomery	12,155	147
Daytona Beach	12,142	149
Evansville	12,130	150
Vineland - Millville - Bridgeton	12,085	151
Lima	12,077	152
Youngstown - Warren	12,047	153
Knoxville	12,044	154
Modesto	12,027	155
Macon	12,018	156
Manchester - Nashua	11,998	157
Sioux City	11,988	158
Poughkeepsie	11,978	159
Shreveport	11,971	160
Columbus, Ohio	11,949	161
Tucson	11,946	162
San Antonio	11,943	163
Louisville	11,927	164
South Bend	11,901	165
Akron	11,883	166
Santa Barbara - Santa Maria - Lompoc	11,847	167
Lincoln	11,805	168
Cincinnati	11,793	169
Appleton - Oshkosh	11,781	170
Omaha	11,769	171
Biloxi - Gulfport	11,752	172
△ Burlington, Vt	11,731	173
Tuscaloosa	11,718	174
Galveston - Texas City	11,699	175
Trenton	11,698	176
Toledo	11,670	177
Topeka	11,669	178
Birmingham	11,662	179
Newark, N.J.	11,619	180
New Orleans	11,615	181
Santa Cruz	11,583	182
Huntsville	11,581	183
Lynchburg	11,573	184
Pittsfield	11,558	185
Erie	11,545	186
Newport News - Hampton	11,540	187
Rockford	11,522	188
Bridgeport - Stamford - Norwalk - Danbury	11,488	189
Provo - Orem	11,461	190
Greensboro - Winston-Salem - High Point	11,453	191
Tulsa	11,447	192
Memphis	11,442	193
Dayton	11,440	194
Anderson, Ind.	11,421	195
Pensacola	11,428	196
Greenville - Spartanburg	11,416	197
Syracuse	11,409	198
Williamsport	11,405	199
Altoona	11,396	200
Clarksville - Hopkinsville	11,388	201
Mobile	11,384	202
Sherman - Denison	11,374	203
Wilmington, Del.	11,363	204
Rochester, N.Y.	11,362	205
△ Anderson, S.C.	11,349	206
Alexandria, La.	11,348	207
Duluth - Superior	11,324	208
Raleigh - Durham	11,316	209
Salem	11,315	210
Columbus, Ga.	11,304	211
Lancaster	11,260	212
Baltimore	11,252	213
△ Newburgh - Middletown	11,245	214
Paterson - Clifton - Passaic	11,244	215
Allentown - Bethlehem - Easton	11,208	216
San Francisco - Oakland	11,199	217
Norfolk - Virginia Beach - Portsmouth	11,185	218
Pine Bluff	11,184	219
Texarkana	11,180	220
Lewiston - Auburn	11,173	221
Oxnard - Simi Valley - Ventura	11,163	222
St. Joseph	11,125	223
Lorain - Elyria	11,124	224
Albany - Schenectady - Troy	11,102	225
Fayetteville - Springdale	11,092	226
Worcester - Fitchburg - Leominster	11,079	227
Jackson, Mich.	11,077	228
△ Wausau	11,036	229
Los Angeles - Long Beach	11,035	230
Spokane	10,993	231
Lawrence, Kans.	10,968	232
Riverside - San Bernardino - Ontario	10,943	233
Yakima	10,939	234
Charleston - North Charleston, S.C.	10,925	235
Bloomington, Ind.	10,909	236
Pittsburgh	10,869	237
Enid	10,842	238
△ Benton Harbor - St. Joseph	10,831	239
Springfield - Chicopee - Holyoke	10,797	240
Johnson City - Kingsport - Bristol	10,777	241
△ Athens	10,770	242
Tacoma	10,770	242
Fayetteville, N.C.	10,758	244
Boston - Lowell - Brockton - Lawrence - Haverhill	10,732	245
Bradenton	10,703	246
Pueblo	10,699	247
Petersburg - Colonial Heights - Hopewell	10,672	248
San Diego	10,665	249
△ Quincy, Ill.	10,656	250
Fort Smith	10,644	251
Philadelphia	10,577	252
Hartford - New Britain - Bristol	10,561	253
Huntington - Ashland	10,538	254
Vallejo - Fairfield - Napa	10,530	255
York	10,524	256
Asheville	10,522	257
Tampa - St. Petersburg	10,499	258
Buffalo	10,496	259
Las Cruces	10,484	260
Wheeling	10,437	261
Florence	10,435	262
Reading	10,411	263
Burlington, N.C.	10,402	264
Springfield, Ohio	10,376	265
△ Marion	10,329	266
Gadsden	10,319	267
Muskegon - Norton Shores - Muskegon Heights	10,264	268
Wilmington, N.C.	10,256	269
Anniston	10,246	270
Johnstown	10,186	271
Killeen - Temple	10,168	272
Chattanooga	10,160	273
△ Sheboygan	10,117	274
Binghamton	10,073	275
△ Olympia	10,039	276
Racine	10,035	277
Northeast Pennsylvania	10,027	278
△ Newark, Ohio	10,001	279
Elmira	10,000	280
△ Jamestown	9,981	281
New Haven - West Haven - Waterbury - Meriden	9,937	282
△ Danville, Ill.	9,934	283
New Bedford - Fall River	9,931	284
Hamilton - Middletown	9,886	285
Steubenville - Weirton	9,812	286
New London - Norwich	9,798	287
Utica - Rome	9,766	288
△ Bremerton	9,748	289
Battle Creek	9,693	290
Pascagoula - Moss Point	9,639	291
△ Danville, Va.	9,579	292
Providence - Warwick - Pawtucket	9,466	293
△ Manitowoc - Two Rivers	9,390	294
Greeley	9,104	295
△ Kannapolis - Concord - Salisbury	8,950	296
Lawton	8,845	297
Kenosha	8,692	298
New York	7,999	299
Jersey City	7,470	300
Average Above Areas	11,827	
U.S. Average	11,343	

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(213) 933-5623

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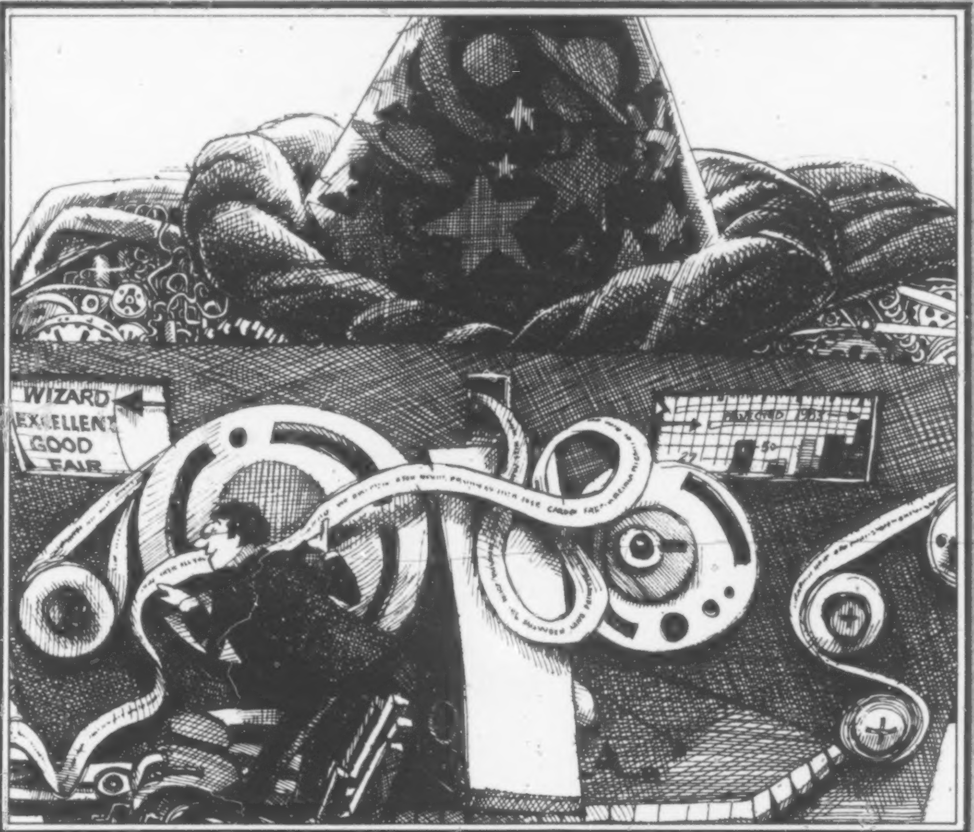
110 Sutter Street
San Francisco, Calif. 94104
(415) 421-7946

BUYING POWER INDEX (BPI)

Area	BPI	Rank
New York	4.1378	1
Los Angeles - Long Beach	3.5946	2
Chicago	3.5542	3
Detroit	2.2710	4
Philadelphia	2.1791	5
Boston - Lowell - Brockton - Lawrence - Haverhill	1.7825	6
San Francisco - Oakland	1.7410	7
Washington	1.6486	8
Houston	1.5121	9
Dallas - Fort Worth	1.4581	10
Nassau - Suffolk	1.3416	11
St. Louis	1.1082	12
Minneapolis - St. Paul	1.0461	13
Anaheim - Santa Ana - Garden Grove	1.0361	14
Pittsburgh	1.0156	15
Newark, N.J.	.9825	16
Cleveland	.9528	17
Baltimore	.9443	18
Atlanta	.9119	19
San Diego	.8566	20
Seattle - Everett	.7934	21
Denver - Boulder	.7878	22
Miami	.7541	23
San Jose	.7016	24
Kansas City	.6936	25
Milwaukee	.6825	26
Tampa - St. Petersburg	.6817	27
Phoenix	.6640	28
Riverside - San Bernardino - Ontario	.6478	29
Cincinnati	.6447	30
Portland, Ore.	.5872	31
Buffalo	.5644	32
Indianapolis	.5622	33
New Orleans	.5339	34
Columbus, Ohio	.5227	35
Fort Lauderdale - Hollywood	.5076	36
Hartford - New Britain - Bristol	.4844	37
Sacramento	.4797	38
Rochester, N.Y.	.4596	39
Bridgeport - Stamford - Norwalk - Danbury	.4504	40
San Antonio	.4424	41
Louisville	.4245	42
Oklahoma City	.3912	43
Dayton	.3881	44
Memphis	.3833	45
Toledo	.3817	46
Nashville-Davidson	.3757	47
Salt Lake City - Ogden	.3710	48
Birmingham	.3682	49
Greensboro - Winston-Salem - High Point	.3615	50
Total Top 50	**50.1656**	
Providence - Warwick - Pawtucket	.3584	51
Honolulu	.3551	52
Albany - Schenectady - Troy	.3506	53
New Haven - West Haven - Waterbury - Meriden	.3339	54
Norfolk - Virginia Beach - Portsmouth	.3309	55
Jacksonville	.3090	56
Gary - Hammond - East Chicago	.3047	57
Richmond	.3007	58
Tulsa	.3005	59
Akron	.3004	60
Orlando	.3000	61
Allentown - Bethlehem - Easton	.2939	62
Charlotte - Gastonia	.2901	63
Syracuse	.2866	64
Worcester - Fitchburg - Leominster	.2847	65
New Brunswick - Perth Amboy - Sayreville	.2819	66
West Palm Beach - Boca Raton	.2797	67
Flint	.2739	68
Omaha	.2715	69
Grand Rapids	.2611	70
Northeast Pennsylvania	.2603	71
Springfield - Chicopee - Holyoke	.2524	72
Wilmington, Del.	.2436	73
Youngstown - Warren	.2433	74
Austin	.2381	75
Long Branch - Asbury Park	.2379	76
Greenville - Spartanburg	.2351	77
Raleigh - Durham	.2345	78
Jersey City	.2308	79
Lansing - East Lansing	.2265	80
Oxnard - Simi Valley - Ventura	.2205	81
Tucson	.2205	81
Harrisburg	.2199	83
Paterson - Clifton - Passaic	.2173	84
Baton Rouge	.2126	85
Fresno	.2115	86
Las Vegas	.2066	87
Knoxville	.2040	88
Wichita	.2037	89
Tacoma	.2029	90
Davenport - Rock Island - Moline	.1930	91
New Bedford - Fall River	.1926	92
Albuquerque	.1906	93
Peoria	.1875	94
Canton	.1868	95
El Paso	.1817	96
Little Rock - North Little Rock	.1817	96
Beaumont - Port Arthur - Orange	.1815	98
Fort Wayne	.1776	99
Des Moines	.1755	100
Total Top 100	**62.6039**	
Mobile	.1749	101
Chattanooga	.1736	102
Columbia, S.C.	.1639	103
Madison	.1638	104
Johnson City - Kingsport - Bristol	.1633	105
Lancaster	.1616	106
Bakersfield	.1604	107
Trenton	.1578	108
York	.1578	108
Shreveport	.1538	110
Charleston - North Charleston, S.C.	.1529	111
Newport News - Hampton	.1522	112
Spokane	.1514	113
Santa Barbara - Santa Maria - Lompoc	.1468	114
Lexington-Fayette	.1462	115
Reading	.1455	116
Stockton	.1432	117
Vallejo - Fairfield - Napa	.1382	118
Jackson, Miss.	.1369	119
Ann Arbor	.1365	120
Santa Rosa	.1360	121
Corpus Christi	.1346	122
Rockford	.1330	123
Evansville	.1291	124
Utica - Rome	.1291	124
Appleton - Oshkosh	.1283	126
Charleston, W. Va.	.1282	127
Lakeland - Winter Haven	.1273	128
Huntington - Ashland	.1269	129
Colorado Springs	.1254	130
Huntsville	.1250	131
Eugene - Springfield	.1246	132
Salinas - Seaside - Monterey	.1234	133
South Bend	.1230	134
Lorain - Elyria	.1226	135
Binghamton	.1215	136
Manchester - Nashua	.1212	137
Modesto	.1208	138
Duluth - Superior	.1207	139
Augusta	.1203	140
Kalamazoo - Portage	.1203	140
Johnstown	.1146	142
Saginaw	.1142	143
Erie	.1125	144
Pensacola	.1125	144
Montgomery	.1119	146
Hamilton - Middletown	.1112	147
Anchorage	.1099	148
Portland, Me.	.1092	149
△ Newburgh - Middletown	.1076	150
Total Top 150	**69.3295**	
Reno	.1075	151
Lubbock	.1066	152
Poughkeepsie	.1045	153
Melbourne - Titusville - Cocoa	.1041	154
Roanoke	.1025	155
Daytona Beach	.1023	156
Salem	.1019	157
New London - Norwich	.1017	158
Macon	.0995	159
Fort Myers - Cape Coral	.0965	160
Springfield, Mo.	.0958	161
Sarasota	.0936	162
Galveston - Texas City	.0933	163
Springfield, Ill.	.0931	164
Lima	.0927	165
Amarillo	.0915	166
Fayetteville, N.C.	.0913	167
Atlantic City	.0909	168
Savannah	.0903	169
Topeka	.0883	170
Columbus, Ga.	.0882	171
Lincoln	.0882	171
△ Benton Harbor - St. Joseph	.0851	173
McAllen - Pharr - Edinburg	.0849	174
Santa Cruz	.0841	175
Cedar Rapids	.0817	176
Killeen - Temple	.0812	177
Wheeling	.0802	178
Green Bay	.0798	179
Champaign - Urbana - Rantoul	.0792	180
Racine	.0790	181
Terre Haute	.0788	182
Fort Smith	.0779	183
Battle Creek	.0778	184
Boise	.0769	185
Springfield, Ohio	.0767	186
Asheville	.0746	187
Waco	.0735	188
Parkersburg - Marietta	.0713	189
Steubenville - Weirton	.0713	189
Provo - Orem	.0710	191
Lake Charles	.0700	192
Fargo - Moorhead	.0699	193
Biloxi - Gulfport	.0698	194
△ Kannapolis - Concord - Salisbury	.0697	195
Fayetteville - Springdale	.0692	196
St. Cloud	.0692	196
Yakima	.069	198
Muskegon - Norton Shores - Muskegon Heights	.0684	199
Waterloo - Cedar Falls	.0680	200
Total Top 200	**73.5621**	
△ Bremerton	.0676	201
Tallahassee	.0669	202
Brownsville - Harlingen - San Benito	.0668	203
Richland - Kennewick - Pasco	.0668	203
Longview - Marshall	.0667	205
Lafayette, La.	.0666	206
Janesville - Beloit	.0663	207
Decatur	.0659	208
Elkhart	.0658	209
Anderson, Ind.	.0655	210
Fort Collins	.0652	211
Pittsfield	.0649	212
Bradenton	.0645	213
Jackson, Mich.	.0638	214
Abilene	.0625	215
Wichita Falls	.0615	216
Lynchburg	.0612	217
Odessa	.0602	218
Clarksville - Hopkinsville	.0599	219
Gainesville	.0596	220
Mansfield	.0596	220
Bloomington - Normal	.0593	222
Tyler	.0588	223
Monroe	.0583	224
△ Jamestown	.0579	225
Sioux Falls	.0579	225
Wilmington, N.C.	.0579	225
△ Bangor	.0578	228
△ Olympia	.0577	229
Kenosha	.0573	230
Muncie	.0573	230
Altoona	.0571	232
Vineland - Millville - Bridgeton	.0570	233
Sioux City	.0561	234
Billings	.0541	235
Bay City	.0538	236
Kokomo	.0531	237
△ Anderson, S.C.	.0527	238
Tuscaloosa	.0526	239
Alexandria, La.	.0523	240
Eau Claire	.0522	241
Pueblo	.0521	242
Petersburg - Colonial Heights - Hopewell	.0520	243
△ Joplin	.0512	244
Lafayette - West Lafayette	.0512	244
Florence	.0508	246
Pascagoula - Moss Point	.0501	247
△ Hagerstown	.0498	248
△ Burlington, Vt.	.0494	249
Texarkana	.0489	250
Total Top 250	**76.4866**	
△ Michigan City - La Porte	.0478	251
△ Wausau	.0477	252
Rochester, Minn.	.0476	253
Lawton	.0475	254
△ Danville, Ill.	.0472	255
Williamsport	.0468	256
△ Newark, Ohio	.0467	257
Grand Forks	.0459	258
Greeley	.0454	259
Albany, Ga.	.0453	260
Rapid City	.0452	261
Dubuque	.0445	262
Anniston	.0443	263
Kankakee	.0441	264
△ Sheboygan	.0440	265
St. Joseph	.0438	266
Midland	.0431	267
△ Athens	.0421	268
Sherman - Denison	.0419	269
△ Danville, Va.	.0418	270
Burlington, N.C.	.0417	271
Columbia, Mo.	.0416	272
Panama City	.0402	273
Great Falls	.0399	274
La Crosse	.0395	275
Bloomington, Ind.	.0390	276
Elmira	.0390	276
Owensboro	.0385	278
Lewiston - Auburn	.0381	279
Gadsden	.0380	280
San Angelo	.0379	281
Bismarck	.0373	282
Bryan - College Station	.0366	283
△ Marion	.0364	284
Iowa City	.0358	285
Laredo	.0351	286
△ Missoula	.0351	286
△ Cheyenne	.0350	288
Pine Bluff	.0345	289
△ Hattiesburg	.0339	290
Las Cruces	.0334	291
△ Manitowoc - Two Rivers	.0334	291
△ Jackson, Tenn.	.0328	293
△ Meridian	.0325	294
△ Victoria	.0320	295
△ Quincy, Ill.	.0314	296
△ Pocatello	.0304	297
△ Santa Fe	.0302	298
Enid	.0290	299
Lawrence, Kans.	.0279	300
Total Above Areas	**78.4554**	
Percent of U.S.	**78.4554**	
U.S. Total	**100.0000**	

PUT OUR WIZARD TO WORK FOR YOU!



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Phone ________________

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Schaumburg, IL 60195

FOOD STORE SALES

Area	($000)	Rank
ew York	7,191,143	1
s Angeles - Long Beach	6,827,246	2
hicago	5,812,065	3
etroit	4,317,466	4
hiladelphia	3,775,115	5
oston - Lowell - Brockton - Lawrence - Haverhill	3,238,264	6
an Francisco - Oakland	3,213,895	7
ouston	3,008,823	8
Washington	2,706,328	9
assau - Suffolk	2,462,660	10
allas - Fort Worth	2,430,232	11
t. Louis	2,254,472	12
altimore	1,990,079	13
ewark, N.J.	1,903,462	14
Anaheim - Santa Ana - Garden Grove	1,875,267	15
Pittsburgh	1,869,904	16
Cleveland	1,860,224	17
Minneapolis - St. Paul	1,707,190	18
Tampa - St. Petersburg	1,652,522	19
Atlanta	1,635,323	20
Denver - Boulder	1,503,407	21
San Diego	1,490,114	22
Seattle - Everett	1,479,676	23
Miami	1,475,808	24
Phoenix	1,392,032	25
Milwaukee	1,347,122	26
Cincinnati	1,323,310	27
Riverside - San Bernardino - Ontario	1,264,698	28
Buffalo	1,239,422	29
San Jose	1,212,495	30
New Orleans	1,211,095	31
Kansas City	1,177,490	32
Fort Lauderdale - Hollywood	1,092,225	33
Sacramento	1,026,893	34
Indianapolis	982,504	35
Columbus, Ohio	951,989	36
Portland, Ore.	918,567	37
Rochester, N.Y.	896,270	38
San Antonio	885,4[illegible]	39
Hartford - New Britain - Bristol	885,171	40
Louisville	811,457	41
Memphis	783,485	42
Oklahoma City	760,485	43
Albany - Schenectady - Troy	734,669	44
Nashville-Davidson	728,805	45
Toledo	725,703	46
Dayton	712,964	47
Orlando	704,569	48
Birmingham	703,354	49
Bridgeport - Stamford - Norwalk - Danbury	692,048	50
Total Top 50	**92,845,006**	
Akron	671,692	51
Syracuse	662,284	52
Salt Lake City - Ogden	658,491	53
Providence - Warwick - Pawtucket	652,069	54
Jacksonville	648,567	55
Greensboro - Winston-Salem - High Point	644,374	56
New Haven - West Haven - Waterbury - Meriden	631,610	57
Tulsa	614,060	58
Norfolk - Virginia Beach - Portsmouth	612,891	59
West Palm Beach - Boca Raton	611,988	60
Allentown - Bethlehem - Easton	606,363	61
Gary - Hammond - East Chicago	600,609	62
Springfield - Chicopee - Holyoke	587,641	63
Richmond	569,064	64
Worcester - Fitchburg - Leominster	567,640	65
Charlotte - Gastonia	564,467	66
New Brunswick - Perth Amboy - Sayreville	559,891	67
Northeast Pennsylvania	554,160	68
Honolulu	533,511	69
Long Branch - Asbury Park	504,646	70
Fresno	503,995	71
Austin	492,757	72
Greenville - Spartanburg	492,344	73
Youngstown - Warren	488,145	74
Tucson	486,805	75
Oxnard - Simi Valley - Ventura	484,638	76
Flint	479,237	77
Omaha	477,477	78
Baton Rouge	463,156	79
Harrisburg	446,841	80
Raleigh - Durham	444,980	81
Las Vegas	438,587	82
Jersey City	438,165	83
Wilmington, Del.	423,396	84
Canton	414,712	85
Bakersfield	398,677	86
New Bedford - Fall River	390,274	87
Knoxville	386,096	88
Beaumont - Port Arthur - Orange	384,952	89
Grand Rapids	373,758	90
El Paso	362,767	91
Lansing - East Lansing	355,804	92
Des Moines	355,690	93
Corpus Christi	351,391	94
Chattanooga	347,512	95
Johnson City - Kingsport - Bristol	342,794	96
Mobile	341,447	97
Wichita	338,743	98
Albuquerque	338,351	99
aterson - Clifton - Passaic	337,396	100
Total Top 100	**117,282,411**	
Peoria	334,489	101
Little Rock - North Little Rock	329,354	102
Davenport - Rock Island - Moline	328,130	103
Tacoma	325,203	104
Santa Rosa	320,283	105
Columbia, S.C.	319,640	106
York	318,917	107
Stockton	318,716	108
Charleston - North Charleston, S.C.	312,335	109
Lakeland - Winter Haven	306,93[illegible]	110
Trenton	306,2[illegible]4	111
Lexington-Fayette	303,129	112
Shreveport	302,103	113
Fort Wayne	301,591	114
△ Newburgh - Middletown	296,427	115
Lancaster	292,299	116
Utica - Rome	289,925	117
Newport News - Hampton	287,634	118
Vallejo - Fairfield - Napa	281,492	119
Jackson, Miss.	281,391	120
Huntington - Ashland	268,349	121
Spokane	267,917	122
Binghamton	262,888	123
Santa Barbara - Santa Maria - Lompoc	260,802	124
Poughkeepsie	258,903	125
Madison	255,893	126
Modesto	252,636	127
Portland, Me.	248,549	128
Anchorage	246,300	129
Augusta	245,853	130
Charleston, W. Va.	244,796	131
Pensacola	244,683	132
Reading	243,849	133
Hamilton - Middletown	243,077	134
Manchester - Nashua	242,369	135
McAllen - Pharr - Edinburg	241,858	136
Daytona Beach	240,992	137
Salinas - Seaside - Monterey	239,305	138
Fort Myers - Cape Coral	237,481	139
Lorain - Elyria	237,481	139
Melbourne - Titusville - Cocoa	237,369	141
Rockford	235,851	142
Galveston - Texas City	235,641	143
Eugene - Springfield	235,130	144
Appleton - Oshkosh	234,754	145
Evansville	234,531	146
Duluth - Superior	233,023	147
Huntsville	232,900	148
Colorado Springs	230,420	149
Sarasota	224,895	150
Total Top 150	**130,757,123**	
Saginaw	223,345	151
Roanoke	222,965	152
South Bend	217,132	153
Lubbock	212,869	154
Johnstown	208,572	155
Macon	206,265	156
Kalamazoo - Portage	202,769	157
△ Benton Harbor - St. Joseph	201,407	158
Atlantic City	200,105	159
Amarillo	199,971	160
Santa Cruz	194,600	161
Montgomery	193,345	162
Springfield, Ill.	187,510	163
Lake Charles	181,808	164
Brownsville - Harlingen - San Benito	181,411	165
Reno	181,068	166
Erie	180,822	167
Savannah	179,074	168
Springfield, Mo.	178,548	169
Lima	178,002	170
New London - Norwich	175,552	171
Boise	175,310	172
Longview - Marshall	172,599	173
Fort Smith	171,026	174
Ann Arbor	169,488	175
Springfield, Ohio	165,066	176
Topeka	165,020	177
Salem	163,200	178
Vineland - Millville - Bridgeton	162,389	179
Wheeling	162,380	180
Bradenton	162,026	181
Waco	161,634	182
Columbus, Ga.	158,822	183
Parkersburg - Marietta	158,620	184
Biloxi - Gulfport	157,908	185
Racine	156,378	186
Lincoln	153,127	187
Green Bay	151,250	188
Pittsfield	150,701	189
Richland - Kennewick - Pasco	150,023	190
Cedar Rapids	148,981	191
Tallahassee	146,839	192
Fayetteville, N.C.	146,446	193
Asheville	146,235	194
Lynchburg	145,305	195
Odessa	143,351	196
Steubenville - Weirton	143,214	197
Killeen - Temple	142,219	198
Champaign - Urbana - Rantoul	141,217	199
Fayetteville - Springdale	140,606	200
Total Top 200	**139,375,643**	
Lafayette, La.	140,445	201
Gainesville	139,401	202
Yakima	137,182	203
Tyler	135,725	204
Janesville - Beloit	134,451	205
△ Kannapolis - Concord - Salisbury	132,447	206
Texarkana	128,936	207
Terre Haute	127,971	208
Wilmington, N.C.	127,706	209
Altoona	127,618	210
Battle Creek	127,522	211
Muskegon - Norton Shores - Muskegon Heights	126,115	212
△ Bangor	125,953	213
Decatur	124,694	214
Elkhart	124,402	215
Abilene	123,031	216
Provo - Orem	123,016	217
Fort Collins	122,989	218
Wichita Falls	122,130	219
△ Anderson, S.C.	121,215	220
△ Bremerton	120,214	221
Waterloo - Cedar Falls	119,866	222
Monroe	119,654	223
Billings	118,799	224
Mansfield	117,415	225
Anderson, Ind.	115,707	226
Fargo - Moorhead	115,369	227
Sioux City	114,368	228
Florence	113,571	229
Alexandria, La.	113,028	230
Williamsport	110,783	231
Pueblo	110,584	232
Bay City	108,255	233
△ Olympia	107,632	234
△ Joplin	107,084	235
Pascagoula - Moss Point	106,328	236
△ Jamestown	105,766	237
△ Hagerstown	103,877	238
Petersburg - Colonial Heights - Hopewell	103,743	239
Anniston	103,122	240
Bloomington - Normal	102,599	241
Laredo	101,828	242
Muncie	101,176	243
△ Danville, Va.	99,998	244
Tuscaloosa	96,898	245
△ Newark, Ohio	95,925	246
Clarksville - Hopkinsville	95,069	247
Kenosha	94,624	248
Sioux Falls	92,753	249
Rapid City	91,428	250
Total Top 250	**145,156,055**	
Lafayette - West Lafayette	91,249	251
Midland	91,249	251
△ Michigan City - La Porte	91,094	253
△ Wausau	89,860	254
△ Sheboygan	89,480	255
Elmira	88,897	256
Eau Claire	88,804	257
Jackson, Mich.	88,658	258
△ Burlington, Vt.	88,516	259
Kokomo	88,056	260
St. Joseph	87,198	261
Sherman - Denison	87,019	262
St. Cloud	86,748	263
San Angelo	86,197	264
Burlington, N.C.	84,104	265
△ Meridian	85,496	266
Lewiston - Auburn	83,092	267
Columbia, Mo.	81,794	268
△ Danville, Ill.	81,690	269
△ Athens	81,061	270
Dubuque	79,549	271
Kankakee	79,525	272
Rochester, Minn.	79,003	273
Greeley	78,383	274
Panama City	77,028	275
Albany, Ga.	76,468	276
Owensboro	76,380	277
Great Falls	75,900	278
Gadsden	75,061	279
La Crosse	74,933	280
Bloomington, Ind.	73,692	281
Lawton	73,041	282
△ Victoria	72,093	283
Bismarck	71,758	284
Iowa City	68,199	285
△ Jackson, Tenn.	68,000	286
△ Missoula	67,926	287
Grand Forks	67,516	288
Pine Bluff	67,401	289
△ Pocatello	67,246	290
△ Hattiesburg	65,650	291
△ Marion	65,161	292
Las Cruces	61,931	293
△ Manitowoc - Two Rivers	60,794	294
△ Quincy, Ill.	60,548	295
△ Santa Fe	60,301	296
Enid	55,770	297
Bryan - College Station	54,424	298
Lawrence, Kans.	48,885	299
△ Cheyenne	46,766	300
Total Above Areas	**148,943,649**	
Percent of U.S.	**76.1041**	
U.S. Total	**195,710,430**	

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EATING AND DRINKING PLACE SALES

Area	($000)	Rank
Los Angeles - Long Beach	3,081,034	1
New York	3,066,608	2
Chicago	2,963,628	3
Detroit	1,742,771	4
San Francisco - Oakland	1,599,932	5
Philadelphia	1,513,495	6
Boston - Lowell - Brockton - Lawrence - Haverhill	1,449,135	7
Washington	1,284,516	8
Dallas - Fort Worth	1,268,016	9
Houston	1,216,215	10
Anaheim - Santa Ana - Garden Grove	918,289	11
St. Louis	890,805	12
Minneapolis - St. Paul	854,716	13
Seattle - Everett	832,779	14
Nassau - Suffolk	822,104	15
Atlanta	792,364	16
Baltimore	782,253	17
Cleveland	719,188	18
San Diego	718,601	19
Denver - Boulder	714,815	20
Pittsburgh	714,378	21
Miami	674,428	22
Newark, N.J.	653,941	23
Tampa - St. Petersburg	615,516	24
Milwaukee	606,716	25
Phoenix	600,706	26
Portland, Ore.	572,885	27
Cincinnati	571,284	28
Kansas City	565,287	29
Fort Lauderdale - Hollywood	556,659	30
San Jose	528,448	31
Riverside - San Bernardino - Ontario	524,040	32
New Orleans	463,449	33
Buffalo	461,418	34
Columbus, Ohio	450,011	35
Honolulu	441,457	36
Sacramento	430,153	37
Indianapolis	414,316	38
Hartford - New Britain - Bristol	361,188	39
San Antonio	359,985	40
Louisville	358,805	41
Oklahoma City	327,644	42
Rochester, N.Y.	309,915	43
Nashville-Davidson	301,864	44
Toledo	300,852	45
Dayton	297,792	46
Orlando	295,956	47
Albany - Schenectady - Troy	282,187	48
Greensboro - Winston-Salem - High Point	256,375	49
Memphis	252,343	50
Total Top 50	**40,781,262**	
Omaha	251,339	51
Akron	250,727	52
Norfolk - Virginia Beach - Portsmouth	249,248	53
Birmingham	246,671	54
Bridgeport - Stamford - Norwalk - Danbury	246,468	55
Austin	244,921	56
Jacksonville	241,929	57
New Haven - West Haven - Waterbury - Meriden	241,891	58
West Palm Beach - Boca Raton	241,314	59
Salt Lake City - Ogden	235,298	60
Providence - Warwick - Pawtucket	234,638	61
Gary - Hammond - East Chicago	232,990	62
Grand Rapids	231,554	63
Richmond	229,665	64
Syracuse	222,951	65
Las Vegas	208,422	66
Tulsa	201,689	67
Charlotte - Gastonia	197,830	68
Long Branch - Asbury Park	195,105	69
New Brunswick - Perth Amboy - Sayreville	195,070	70
Allentown - Bethlehem - Easton	194,826	71
Flint	187,686	72
Wichita	186,458	73
Northeast Pennsylvania	185,333	74
Raleigh - Durham	183,237	75
Worcester - Fitchburg - Leominster	178,202	76
Springfield - Chicopee - Holyoke	176,689	77
Albuquerque	173,986	78
Lansing - East Lansing	173.556	79
Tucson	172,568	80
Greenville - Spartanburg	172,291	81
Fresno	171,872	82
Madison	171,003	83
Davenport - Rock Island - Moline	166,623	84
Youngstown - Warren	166,619	85
Harrisburg	163,352	86
Fort Wayne	161,302	87
Oxnard - Simi Valley - Ventura	159,704	88
Santa Barbara - Santa Maria - Lompoc	157,682	89
Wilmington, Del.	154,742	90
El Paso	151,062	91
Tacoma	148,040	92
Paterson - Clifton - Passaic	146,112	93
Des Moines	146,044	94
Canton	145,650	95
Peoria	143,261	96
New Bedford - Fall River	141,393	97
Anchorage	139,875	98
Bakersfield	138,718	99
Knoxville	136,955	100
Total Top 100	**50,275,823**	
Jersey City	136,518	101
Newport News - Hampton	135,257	102
Baton Rouge	131,798	103
Daytona Beach	131,266	104
Beaumont - Port Arthur - Orange	131,100	105
Salinas - Seaside - Monterey	122,983	106
Little Rock - North Little Rock	122,129	107
Spokane	121,193	108
Lexington-Fayette	120,421	109
Ann Arbor	119,827	110
Columbia, S.C.	119,008	111
Stockton	118,791	112
Mobile	118,422	113
Vallejo - Fairfield - Napa	115,945	114
Jackson, Miss.	115,934	115
Santa Rosa	113,576	116
Chattanooga	113,145	117
Sarasota	113,050	118
Evansville	112,069	119
Charleston - North Charleston, S.C.	111,609	120
Saginaw	111,002	121
Corpus Christi	108,673	122
Appleton - Oshkosh	108,216	123
Shreveport	107,645	124
South Bend	106,514	125
Trenton	106,357	126
Melbourne - Titusville - Cocoa	105,246	127
Rockford	103,619	128
Atlantic City	102,895	129
Eugene - Springfield	102,843	130
Utica - Rome	102,443	131
Lancaster	101,767	132
York	101,444	133
Lakeland - Winter Haven	101,048	134
Kalamazoo - Portage	100,202	135
Colorado Springs	99,878	136
Johnson City - Kingsport - Bristol	99,196	137
Reading	97,984	138
Duluth - Superior	97,138	139
Reno	95,642	140
Lubbock	92,589	141
Boise	91,896	142
Amarillo	91,883	143
Salem	89,666	144
Binghamton	88,053	145
Augusta	87,977	146
Pensacola	87,596	147
Montgomery	85,832	148
Huntsville	85,569	149
Lincoln	84,823	150
Total Top 150	**55,645,500**	
Springfield, Mo.	84,735	151
Champaign - Urbana - Rantoul	84,645	152
Modesto	84,465	153
Manchester - Nashua	83,348	154
Charleston, W. Va.	82,715	155
Santa Cruz	80,041	156
Fort Myers - Cape Coral	79,642	157
Erie	78,008	158
Springfield, Ill.	77,888	159
Savannah	77,199	160
Portland, Me.	76,581	161
Roanoke	75,515	162
Hamilton - Middletown	75,345	163
Fargo - Moorhead	73,724	164
Green Bay	73,486	165
Macon	73,247	166
△ Benton Harbor - St. Joseph	72,739	167
Galveston - Texas City	70,460	168
Huntington - Ashland	70,345	169
△ Newburgh - Middletown	69,842	170
Lima	69,549	171
Lorain - Elyria	68,993	172
Cedar Rapids	68,938	173
Columbus, Ga.	65,790	174
Topeka	65,058	175
New London - Norwich	64,914	176
Gainesville	64,607	177
Battle Creek	64,569	178
Bradenton	64,545	179
Waco	64,086	180
Poughkeepsie	63,432	181
Wheeling	62,152	182
Tallahassee	61,381	183
Odessa	61,268	184
Fayetteville, N.C.	60,858	185
Biloxi - Gulfport	60,035	186
Johnstown	59,418	187
Fort Collins	58,634	188
Eau Claire	58,252	189
Racine	58,122	190
McAllen - Pharr - Edinburg	56,981	191
Sioux Falls	55,821	192
Yakima	55,768	193
Richland - Kennewick - Pasco	55,716	194
Terre Haute	55,712	195
Lafayette, La.	54,366	196
Brownsville - Harlingen - San Benito	53,914	197
Killeen - Temple	53,890	198
Muskegon - Norton Shores - Muskegon Heights	53,537	199
△ Jamestown	53,491	200
Total Top 200	**59,003,267**	
Elkhart	53,467	201
Asheville	53,182	202
Fort Smith	53,157	203
Janesville - Beloit	53,043	204
La Crosse	52,689	205
Billings	52,220	206
Longview - Marshall	51,930	207
Waterloo - Cedar Falls	51,836	208
Bloomington - Normal	51,551	209
St. Cloud	49,405	210
Decatur	48,752	211
Panama City	48,555	212
Lake Charles	48,468	213
Lafayette - West Lafayette	48,291	214
Rapid City	48,215	215
Fayetteville - Springdale	48,115	216
Anderson, Ind.	47,781	217
Springfield, Ohio	46,678	218
Columbia, Mo.	45,975	219
Parkersburg - Marietta	45,323	220
Sioux City	45,187	221
Kenosha	44,954	222
Wichita Falls	44,738	223
Wilmington, N.C.	44,558	224
Muncie	43,717	225
Jackson, Mich.	43,658	226
Pittsfield	43,394	227
Mansfield	42,987	228
Abilene	42,246	229
Bay City	42,225	230
△ Olympia	42,196	231
△ Joplin	41,707	232
Tyler	41,507	233
Grand Forks	40,696	234
△ Burlington, Vt.	40,179	235
Pueblo	39,963	236
Steubenville - Weirton	39,774	237
Kankakee	39,498	238
△ Bremerton	39,444	239
Kokomo	39,120	240
Rochester, Minn.	38,942	241
Altoona	38,600	242
Great Falls	38,269	243
Vineland - Millville - Bridgeton	37,973	244
△ Kannapolis - Concord - Salisbury	37,846	245
Dubuque	37,642	246
Tuscaloosa	37,394	247
△ Santa Fe	37,092	248
Monroe	36,695	249
Lynchburg	36,315	250
Total Top 250	**61,220,416**	
Clarksville - Hopkinsville	36,268	251
Provo - Orem	36,139	252
△ Missoula	35,778	253
Iowa City	35,498	254
△ Bangor	34,481	255
△ Wausau	34,193	256
Texarkana	34,077	257
△ Athens	33,824	258
St. Joseph	33,617	259
Bloomington, Ind.	33,582	260
△ Hattiesburg	33,245	261
Bismarck	33,161	262
△ Michigan City - La Porte	32,871	263
△ Newark, Ohio	32,767	264
Anniston	32,760	265
△ Hagerstown	32,485	266
Bryan - College Station	32,453	267
△ Danville, Ill.	32,020	268
Greeley	31,762	269
San Angelo	31,525	270
△ Sheboygan	31,180	271
△ Anderson, S.C.	28,152	272
Owensboro	28,065	273
Florence	27,761	274
Midland	27,720	275
Albany, Ga.	27,654	276
Lewiston - Auburn	27,630	277
Alexandria, La.	27,502	278
Petersburg - Colonial Heights - Hopewell	27,435	279
△ Victoria	27,097	280
Williamsport	27,004	281
Las Cruces	26,240	282
△ Pocatello	26,149	283
Burlington, N.C.	26,110	284
△ Manitowoc - Two Rivers	25,971	285
Elmira	25,950	286
Lawton	25,874	287
Gadsden	25,601	288
Pascagoula - Moss Point	25,546	289
Laredo	25,509	290
△ Quincy, Ill.	24,580	291
△ Cheyenne	24,573	292
Sherman - Denison	24,551	293
Enid	23,888	294
△ Meridian	23,683	295
△ Danville, Va.	22,618	296
△ Marion	22,397	297
△ Jackson, Tenn.	22,284	298
Lawrence, Kans.	21,990	299
Pine Bluff	18,976	300
Total Above Areas	**62,662,612**	
Percent of U.S.	**81.6444**	
U.S. Total	**76,750,667**	

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S&MM'S FOUR SURVEY ISSUES

Each year Sales & Marketing Management publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial Purchasing Power, published in April, provides data on total manufacturing activity at the county level, as well as local market information on 457 customer industries that buy goods and services from consumer and industrial products manufacturers.

GENERAL MERCHANDISE STORE SALES

Area	($000)	Rank
New York	3,993,065	1
Chicago	3,918,761	2
Los Angeles - Long Beach	3,832,173	3
Detroit	2,679,224	4
Philadelphia	2,252,753	5
Houston	2,112,646	6
Washington	1,953,631	7
Boston - Lowell - Brockton - Lawrence - Haverhill	1,884,945	8
San Francisco - Oakland	1,867,709	9
Dallas - Fort Worth	1,800,653	10
Minneapolis - St. Paul	1,675,012	11
St. Louis	1,517,529	12
Nassau - Suffolk	1,477,625	13
Atlanta	1,464,406	14
Pittsburgh	1,459,029	15
Anaheim - Santa Ana - Garden Grove	1,291,933	16
Cleveland	1,258,034	17
San Diego	1,173,634	18
Baltimore	1,098,052	19
Portland, Ore.	1,042,789	20
Kansas City	1,034,329	21
Miami	1,015,912	22
Tampa - St. Petersburg	965,028	23
Denver - Boulder	919,879	24
Cincinnati	912,083	25
Seattle - Everett	900,791	26
Milwaukee	875,998	27
Riverside - San Bernardino - Ontario	856,939	28
San Jose	842,910	29
Buffalo	767,055	30
Phoenix	740,188	31
Columbus, Ohio	711,128	32
Indianapolis	708,352	33
Fort Lauderdale - Hollywood	675,571	34
Honolulu	670,951	35
Newark, N.J.	650,887	36
San Antonio	643,501	37
New Orleans	635,191	38
Sacramento	604,300	39
Salt Lake City - Ogden	546,313	40
Dayton	535,366	41
Grand Rapids	521,001	42
Louisville	508,064	43
Rochester, N.Y.	479,925	44
Nashville-Davidson	478,224	45
Oklahoma City	474,091	46
Hartford - New Britain - Bristol	470,166	47
Memphis	468,228	48
Toledo	446,751	49
Flint	437,391	50
Total Top 50	**60,250,116**	
Birmingham	429,430	51
Richmond	425,865	52
Orlando	419,113	53
Greensboro - Winston-Salem - High Point	405,610	54
Baton Rouge	401,809	55
Norfolk - Virginia Beach - Portsmouth	394,382	56
Charlotte - Gastonia	369,864	57
Tulsa	368,228	58
Lansing - East Lansing	365,429	59
Albany - Schenectady - Troy	365,335	60
Omaha	363,566	61
Youngstown - Warren	362,026	62
Jacksonville	359,414	63
New Brunswick - Perth Amboy - Sayreville	356,371	64
New Haven - West Haven - Waterbury - Meriden	353,303	65
West Palm Beach - Boca Raton	348,014	66
Akron	342,973	67
Allentown - Bethlehem - Easton	342,065	68
Northeast Pennsylvania	338,939	69
Paterson - Clifton - Passaic	336,037	70
Bridgeport - Stamford - Norwalk - Danbury	335,975	71
Providence - Warwick - Pawtucket	330,311	72
Knoxville	323,653	73
Worcester - Fitchburg - Leominster	321,098	74
Gary - Hammond - East Chicago	313,075	75
Raleigh - Durham	308,605	76
Austin	299,904	77
Las Vegas	297,011	78
Wilmington, Del.	290,454	79
Little Rock - North Little Rock	289,738	80
El Paso	281,269	81
Greenville - Spartanburg	274,998	82
Tucson	272,464	83
Fresno	267,670	84
Wichita	264,847	85
Davenport - Rock Island - Moline	264,466	86
Peoria	259,389	87
Syracuse	258,441	88
Des Moines	257,275	89
Mobile	256,132	90
New Bedford - Fall River	248,846	91
Fort Wayne	246,894	92
Albuquerque	246,060	93
Kalamazoo - Portage	242,844	94
Harrisburg	241,764	95
Canton	237,723	96
Lexington-Fayette	233,305	97
Oxnard - Simi Valley - Ventura	231,570	98
Shreveport	230,585	99
Tacoma	230,320	100
Total Top 100	**75,854,575**	
Springfield - Chicopee - Holyoke	226,841	101
Ann Arbor	226,760	102
Chattanooga	223,172	103
Columbia, S.C.	218,291	104
Johnson City - Kingsport - Bristol	217,638	105
Jackson, Miss.	212,191	106
Newport News - Hampton	212,169	107
Beaumont - Port Arthur - Orange	211,898	108
Long Branch - Asbury Park	205,625	109
Charleston, W. Va.	199,259	110
Madison	191,858	111
Charleston - North Charleston, S.C.	190,986	112
Rockford	189,428	113
Reading	186,261	114
Salem	184,637	115
Spokane	182,949	116
Saginaw	182,782	117
Corpus Christi	180,530	118
Trenton	177,648	119
Eugene - Springfield	175,331	120
York	173,378	121
Pensacola	170,505	122
Augusta	169,141	123
Melbourne - Titusville - Cocoa	167,913	124
Montgomery	167,649	125
Roanoke	161,730	126
Lorain - Elyria	161,050	127
Huntington - Ashland	161,004	128
Stockton	160,418	129
Lakeland - Winter Haven	160,305	130
Duluth - Superior	158,820	131
Evansville	158,482	132
Anchorage	158,213	133
Erie	157,156	134
Lancaster	156,781	135
Bakersfield	156,347	136
Modesto	154,031	137
McAllen - Pharr - Edinburg	153,745	138
Johnstown	153,657	139
Springfield, Ill.	152,180	140
Colorado Springs	147,944	141
Macon	146,177	142
Appleton - Oshkosh	145,152	143
Huntsville	144,975	144
South Bend	144,702	145
Jackson, Mich.	144,420	146
Daytona Beach	144,140	147
Green Bay	143,001	148
Fayetteville, N.C.	141,129	149
Portland, Me.	141,019	150
Total Top 150	**84,505,991**	
Lubbock	137,353	151
Muskegon - Norton Shores - Muskegon Heights	137,027	152
Springfield, Mo.	136,800	153
Reno	136,247	154
Santa Rosa	136,218	155
Utica - Rome	135,199	156
Cedar Rapids	132,912	157
Manchester - Nashua	132,140	158
Poughkeepsie	129,212	159
Lincoln	128,367	160
Fort Myers - Cape Coral	127,985	161
Lima	127,752	162
Columbus, Ga.	126,101	163
Brownsville - Harlingen - San Benito	125,611	164
Jersey City	124,796	165
Parkersburg - Marietta	123,477	166
Sarasota	122,965	167
Vallejo - Fairfield - Napa	117,860	168
Santa Barbara - Santa Maria - Lompoc	117,686	169
△ Newburgh - Middletown	117,592	170
Amarillo	114,083	171
Binghamton	112,294	172
Topeka	109,355	173
Janesville - Beloit	109,136	174
Lafayette, La.	108,859	175
Springfield, Ohio	108,484	176
Battle Creek	107,861	177
Savannah	106,234	178
Biloxi - Gulfport	106,010	179
Champaign - Urbana - Rantoul	104,559	180
Bradenton	104,228	181
Salinas - Seaside - Monterey	104,039	182
Odessa	100,991	183
Fayetteville - Springdale	100,911	184
Asheville	100,611	185
Fort Smith	99,913	186
Wheeling	99,889	187
Lafayette - West Lafayette	97,910	188
Altoona	96,952	189
Decatur	96,626	190
Terre Haute	96,392	191
Billings	96,384	192
Waterloo - Cedar Falls	96,091	193
Atlantic City	94,921	194
Tyler	94,891	195
Monroe	94,497	196
Hamilton - Middletown	93,836	197
Mansfield	93,517	198
Provo - Orem	93,475	199
New London - Norwich	91,977	200
Total Top 200	**90,114,217**	
Eau Claire	91,420	201
Tallahassee	91,001	202
Fargo - Moorhead	90,534	203
Boise	90,311	204
Alexandria, La.	89,008	205
Steubenville - Weirton	87,290	206
Sioux Falls	85,178	207
Waco	84,787	208
Longview - Marshall	84,468	209
Lake Charles	83,079	210
Laredo	82,947	211
Gainesville	82,740	212
△ Hagerstown	81,339	213
St. Cloud	81,128	214
Wichita Falls	81,035	215
Richland - Kennewick - Pasco	80,206	216
△ Jamestown	78,870	217
Elkhart	78,126	218
Anderson, Ind.	77,861	219
Clarksville - Hopkinsville	77,072	220
Santa Cruz	76,989	221
△ Benton Harbor - St. Joseph	76,873	222
Galveston - Texas City	76,594	223
Lynchburg	76,365	224
Yakima	75,638	225
Wilmington, N.C.	75,130	226
Killeen - Temple	74,622	227
Dubuque	73,836	228
Rochester, Minn.	72,931	229
Racine	72,862	230
Kokomo	71,336	231
Pittsfield	70,134	232
Sioux City	69,727	233
Tuscaloosa	69,498	234
Pueblo	68,912	235
Florence	68,869	236
Panama City	68,413	237
△ Joplin	68,335	238
St. Joseph	68,124	239
△ Anderson, S.C.	67,570	240
Bay City	67,308	241
△ Bangor	67,108	242
△ Burlington, Vt.	66,893	243
La Crosse	65,774	244
△ Michigan City - La Porte	65,583	245
△ Sheboygan	65,222	246
Petersburg - Colonial Heights - Hopewell	64,437	247
Albany, Ga.	64,293	248
Abilene	64,136	249
△ Jackson, Tenn.	63,551	250
Total Top 250	**93,889,686**	
△ Meridian	62,838	251
Bloomington - Normal	62,534	252
Muncie	61,599	253
Texarkana	61,119	254
Elmira	60,897	255
Fort Collins	59,812	256
△ Hattiesburg	59,301	257
Columbia, Mo.	58,079	258
Great Falls	55,761	259
Bismarck	55,300	260
Vineland - Millville - Bridgeton	55,154	261
△ Kannapolis - Concord - Salisbury	55,153	262
Gadsden	54,988	263
Sherman - Denison	54,949	264
Pascagoula - Moss Point	53,863	265
Rapid City	53,849	266
△ Wausau	53,313	267
Owensboro	52,460	268
Williamsport	52,037	269
Kenosha	51,962	270
△ Victoria	51,514	271
Kankakee	50,314	272
Anniston	49,982	273
San Angelo	48,745	274
Pine Bluff	48,653	275
Lawton	48,123	276
Lewiston - Auburn	47,179	277
△ Manitowoc - Two Rivers	47,135	278
△ Athens	46,964	279
Burlington, N.C.	45,946	280
Bryan - College Station	45,638	281
△ Bremerton	45,537	282
Bloomington, Ind.	44,809	283
△ Danville, Va.	43,751	284
Greeley	43,171	285
△ Olympia	42,951	286
△ Newark, Ohio	42,143	287
△ Danville, Ill.	41,942	288
Iowa City	35,720	289
△ Missoula	35,231	290
Midland	35,076	291
△ Cheyenne	34,638	292
Grand Forks	34,542	293
△ Quincy, Ill.	32,964	294
△ Santa Fe	32,342	295
△ Pocatello	32,220	296
Las Cruces	31,123	297
Lawrence, Kans.	27,828	298
Enid	26,834	299
△ Marion	26,183	300
Total Above Areas	**96,243,836**	
Percent of U.S.	**85.6260**	
U.S. Total	**112,400,231**	

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FURNITURE / HOME FURNISHINGS / APPLIANCE STORE SALES

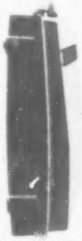
Area	($000)	Rank
Angeles - Long Beach	1,740,916	1
York	1,440,687	2
cago	1,364,554	3
troit	945,581	4
Francisco - Oakland	817,835	5
iladelphia	757,708	6
llas - Fort Worth	713,171	7
ashington	700,635	8
uston	659,430	9
ston - Lowell - Brockton - Lawrence - Haverhill	547,984	10
naheim - Santa Ana - Garden Grove	547,444	11
assau - Suffolk	530,897	12
iami	511,753	13
an Diego	447,294	14
ewark, N.J.	406,176	15
Louis	405,523	16
inneapolis - St. Paul	403,497	17
eattle - Everett	398,230	18
altimore	384,661	19
hoenix	381,974	20
an Jose	381,072	21
ittsburgh	378,202	22
enver - Boulder	347,000	23
leveland	324,473	24
ortland, Ore.	322,754	25
ilwaukee	306,979	26
ort Lauderdale - Hollywood	297,273	27
Atlanta	293,874	28
ampa - St. Petersburg	290,578	29
ew Orleans	249,368	30
Cincinnati	248,262	31
Sacramento	247,925	32
Kansas City	246,401	33
Riverside - San Bernardino - Ontario	240,193	34
Salt Lake City - Ogden	208,048	35
Oklahoma City	206,421	36
Columbus, Ohio	204,191	37
Louisville	200,940	38
Greensboro - Winston-Salem - High Point	195,780	39
San Antonio	191,328	40
Buffalo	190,673	41
Indianapolis	187,802	42
Birmingham	174,411	43
Memphis	172,269	44
Nashville-Davidson	172,063	45
West Palm Beach - Boca Raton	161,645	46
Bridgeport - Stamford - Norwalk - Danbury	158,871	47
Tulsa	157,041	48
Dayton	153,866	49
Hartford - New Britain - Bristol	150,863	50
Total Top 50	**21,166,516**	
Rochester, N.Y.	149,513	51
Norfolk - Virginia Beach - Portsmouth	147,077	52
Grand Rapids	137,774	53
Omaha	136,586	54
Richmond	130,996	55
Jacksonville	129,438	56
Flint	127,809	57
Charlotte - Gastonia	127,358	58
Orlando	126,825	59
Toledo	126,029	60
El Paso	125,934	61
Albuquerque	119,661	62
New Haven - West Haven - Waterbury - Meriden	113,534	63
Albany - Schenectady - Troy	112,831	64
Austin	112,299	65
Allentown - Bethlehem - Easton	111,325	66
Fresno	110,868	67
Wilmington, Del.	109,744	68
Gary - Hammond - East Chicago	107,164	69
Providence - Warwick - Pawtucket	106,231	70
Tucson	105,846	71
Worcester - Fitchburg - Leominster	105,514	72
Syracuse	105,170	73
New Brunswick - Perth Amboy - Sayreville	103,487	74
Newport News - Hampton	103,384	75
Long Branch - Asbury Park	101,010	76
Greenville - Spartanburg	99,940	77
Sarasota	98,072	78
Knoxville	96,256	79
Raleigh - Durham	95,386	80
Akron	94,909	81
Northeast Pennsylvania	92,535	82
Oxnard - Simi Valley - Ventura	92,136	83
Baton Rouge	91,180	84
Youngstown - Warren	90,664	85
Beaumont - Port Arthur - Orange	88,876	86
Madison	88,507	87
acoma	88,222	88
Wichita	86,885	89
ew Bedford - Fall River	83,136	90
as Vegas	82,809	91
ittle Rock - North Little Rock	82,389	92
aterson - Clifton - Passaic	82,187	93
akersfield	81,144	94
ansing - East Lansing	80,091	95
pokane	79,590	96
arrisburg	78,179	97
obile	77,201	98
tockton	76,513	99
onolulu	75,642	100
otal Top 100	**26,342,372**	
Lancaster	75,555	101
Davenport - Rock Island - Moline	75,490	102
Des Moines	74,918	103
Peoria	74,891	104
Shreveport	74,794	105
Santa Barbara - Santa Maria - Lompoc	73,680	106
Modesto	72,267	107
Fort Myers - Cape Coral	72,016	108
Columbia, S.C.	70,559	109
Jackson, Miss.	69,748	110
Lubbock	69,603	111
Colorado Springs	68,906	112
Chattanooga	68,369	113
Charleston - North Charleston, S.C.	67,843	114
Canton	67,570	115
Fort Wayne	67,466	116
York	67,411	117
Johnson City - Kingsport - Bristol	66,840	118
Springfield - Chicopee - Holyoke	66,695	119
Ann Arbor	66,568	120
Lexington-Fayette	66,459	121
Huntington - Ashland	65,754	122
△ Benton Harbor - St. Joseph	64,518	123
Eugene - Springfield	63,933	124
Trenton	63,884	125
Rockford	63,672	126
Santa Rosa	63,474	127
Corpus Christi	62,417	128
Jersey City	61,780	129
Evansville	60,261	130
Reno	60,127	131
Salinas - Seaside - Monterey	60,060	132
Amarillo	59,493	133
Savannah	57,726	134
Salem	54,880	135
Brownsville - Harlingen - San Benito	54,723	136
Roanoke	54,698	137
Boise	54,459	138
Kalamazoo - Portage	54,424	139
Vallejo - Fairfield - Napa	54,322	140
Charleston, W. Va.	53,815	141
Augusta	52,874	142
Springfield, Mo.	51,721	143
Saginaw	51,391	144
Erie	51,100	145
Appleton - Oshkosh	51,094	146
Lakeland - Winter Haven	50,606	147
Fayetteville, N.C.	49,794	148
Huntsville	49,081	149
South Bend	49,028	150
Total Top 150	**29,465,129**	
Manchester - Nashua	48,155	151
Duluth - Superior	47,910	152
Pensacola	47,036	153
McAllen - Pharr - Edinburg	46,988	154
Binghamton	46,222	155
Daytona Beach	46,123	156
Longview - Marshall	45,286	157
Reading	44,892	158
Lafayette, La.	44,693	159
Montgomery	44,603	160
Green Bay	43,470	161
Johnstown	43,283	162
Melbourne - Titusville - Cocoa	42,248	163
Tyler	41,312	164
Wheeling	40,871	165
Anchorage	40,580	166
Columbus, Ga.	40,271	167
Lorain - Elyria	39,548	168
Fargo - Moorhead	39,343	169
Waco	38,996	170
Cedar Rapids	37,246	171
Utica - Rome	37,215	172
Macon	36,739	173
Wichita Falls	36,449	174
Fort Smith	36,150	175
New London - Norwich	36,077	176
Gainesville	35,883	177
Springfield, Ill.	35,108	178
Hamilton - Middletown	35,089	179
△ Newburgh - Middletown	34,370	180
Provo - Orem	34,275	181
Laredo	34,166	182
△ Kannapolis - Concord - Salisbury	33,887	183
Fort Collins	33,732	184
Lima	33,143	185
Lake Charles	33,117	186
Santa Cruz	32,904	187
Billings	32,841	188
Portland, Me.	32,796	189
Champaign - Urbana - Rantoul	32,[illegible]59	190
Atlantic City	31,866	191
Topeka	31,855	192
Yakima	30,997	193
Fayetteville - Springdale	30,928	194
Waterloo - Cedar Falls	30,717	195
Racine	30,343	196
Killeen - Temple	30,198	197
Lincoln	30,142	198
△ Olympia	29,580	199
Bradenton	29,551	200
Total Top 200	**31,336,494**	
Lynchburg	29,408	201
Odessa	29,292	202
Richland - Kennewick - Pasco	29,195	203
Clarksville - Hopkinsville	29,026	204
Abilene	28,822	205
Parkersburg - Marietta	28,715	206
Dubuque	28,618	207
△ Anderson, S.C.	28,247	208
Monroe	28,187	209
Panama City	27,964	210
Biloxi - Gulfport	27,916	211
Altoona	27,330	212
Battle Creek	27,312	213
Rapid City	27,146	214
Sioux Falls	27,144	215
Tallahassee	26,934	216
Midland	26,437	217
Sioux City	26,283	218
Asheville	26,277	219
Lafayette - West Lafayette	26,021	220
Albany, Ga.	25,922	221
△ Bangor	25,864	222
Poughkeepsie	25,850	223
Muskegon - Norton Shores - Muskegon Heights	24,782	224
Wilmington, N.C.	24,664	225
Decatur	24,502	226
Pueblo	23,956	227
Galveston - Texas City	23,784	228
△ Missoula	23,499	229
Steubenville - Weirton	23,328	230
Muncie	23,067	231
Janesville - Beloit	22,833	232
Grand Forks	22,641	233
Terre Haute	22,596	234
Lawton	22,514	235
St. Cloud	22,476	236
Vineland - Millville - Bridgeton	22,463	237
Tuscaloosa	22,322	238
△ Hagerstown	22,294	239
Great Falls	22,122	240
Florence	22,076	241
Owensboro	22,060	242
△ Jamestown	21,980	243
△ Joplin	21,913	244
La Crosse	21,884	245
Elkhart	21,743	246
Alexandria, La.	21,611	247
Rochester, Minn.	21,493	248
Mansfield	21,353	249
△ Athens	21,172	250
Total Top 250	**32,581,532**	
Anderson, Ind.	20,956	251
Springfield, Ohio	20,903	252
Bloomington - Normal	20,775	253
Jackson, Mich.	20,770	254
Williamsport	20,702	255
△ Bremerton	20,576	256
Petersburg - Colonial Heights - Hopewell	20,439	257
Iowa City	20,313	258
Gadsden	20,215	259
Bay City	20,177	260
Pittsfield	19,831	261
△ Victoria	19,622	262
Kokomo	19,446	263
Anniston	19,219	264
Burlington, N.C.	19,172	265
Eau Claire	19,072	266
San Angelo	18,820	267
△ Hattiesburg	18,771	268
St. Joseph	18,751	269
Greeley	18,536	270
Bismarck	18,474	271
△ Burlington, Vt.	18,374	272
Texarkana	17,794	273
△ Wausau	17,238	274
Enid	16,221	275
△ Pocatello	16,000	276
Pine Bluff	15,893	277
Bloomington, Ind.	15,762	278
△ Cheyenne	15,744	279
Kankakee	15,396	280
△ Quincy, Ill.	15,078	281
△ Meridian	15,056	282
△ Michigan City - La Porte	15,002	283
△ Danville, Ill.	14,947	284
Sherman - Denison	14,883	285
Columbia, Mo.	14,581	286
Kenosha	14,549	287
△ Santa Fe	14,168	288
△ Danville, Va.	13,737	289
Bryan - College Station	13,676	290
△ Jackson, Tenn.	13,675	291
△ Newark, Ohio	12,711	292
Pascagoula - Moss Point	12,582	293
Elmira	12,208	294
△ Marion	11,523	295
Las Cruces	10,904	296
△ Sheboygan	10,372	297
Lewiston - Auburn	9,802	298
Lawrence, Kans.	9,306	299
△ Manitowoc - Two Rivers	8,871	300
Total Above Areas	**33,403,125**	
Percent of U.S.	**81.8235**	
U.S. Total	**40,823,402**	

Right On Track.

IMC conducts business with TI's 745.

International Minerals & Chemical Corporation's Fertilizer Group uses TI's *Silent 700** Model 745 Portable Data Terminal to conduct their daily shipping and customer service coordination while reducing communications costs.

Railroad station agents rely on the 13-pound portable data terminal to gather shipping information from IMC's host computer. With a push of a button, the Model 745's speedy 30 characters-per-second thermal printer supplies agents with up-to-date printouts of railcar status and freight destinations. And the reliable 745 proves its versatility during the fall and spring when planting and harvesting require efficient, up-to-the-minute scheduling.



Model 745

IMC's sales force finds the portable 745 to be the ideal traveling companion. Using the data terminal's built-in acoustic coupler connected to a standard telephone, sales agents assemble data the night before a sales call. Or, in some cases, right in the customer's office. The responsive 745 provides IMC sales representatives with instant order status, customer credit history and accounts receivable information. And, with the 745's easy-to-use typewriter-like keyboard, they can access data seven days a week. By adding the virtually silent 745 to their sales force, IMC has cut down on communications costs by approximately 60 percent.

TI is dedicated to producing quality, innovative products like the Model 745 Portable Data Terminal. And TI's hundreds of thousands of data terminals shipped worldwide are backed by the technology and reliability that comes from over 30 years of experience in the electronics industry.

Supporting TI's data terminals is the technical expertise of our worldwide organization of factory-trained sales and service representatives, and TI-CARE†, our nationwide automated service dispatching and field service management information system. That's why TI was appointed the official computer and calculator company of the 1980 Olympic Winter Games.

XIII OLYMPIC WINTER GAMES LAKE PLACID 1980

If you would like more information on the Model 745 Portable Data Terminal, contact the TI sales office nearest you, or write Texas Instruments Incorporated, P.O. Box 1444, M/S 7784, Houston, Texas 77001, or phone (713) 937-2016.

Fifty Years of Innovation

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TEXAS INSTRUMENTS

We put computing within everyone's reach.

AUTOMOTIVE DEALER SALES

Area	($000)	Rank
Angeles - Long Beach	5,980,291	1
cago	5,612,488	2
troit	4,715,647	3
uston	3,536,536	4
llas - Fort Worth	3,371,710	5
iladelphia	3,088,502	6
ew York	3,052,644	7
an Francisco - Oakland	2,646,752	8
Washington	2,597,845	9
oston - Lowell - Brockton - Lawrence - Haverhill	2,165,746	10
St. Louis	2,003,145	11
Anaheim - Santa Ana - Garden Grove	1,963,628	12
Minneapolis - St. Paul	1,880,785	13
ittsburgh	1,796,644	14
leveland	1,694,063	15
Atlanta	1,672,791	16
Nassau - Suffolk	1,615,570	17
Baltimore	1,554,132	18
Denver - Boulder	1,514,337	19
Kansas City	1,461,262	20
Seattle - Everett	1,428,148	21
San Diego	1,424,469	22
Newark, N.J.	1,382,013	23
San Jose	1,335,429	24
Phoenix	1,316,845	25
Miami	1,309,332	26
Fort Lauderdale - Hollywood	1,235,089	27
Tampa - St. Petersburg	1,209,719	28
Riverside - San Bernardino - Ontario	1,192,551	29
Milwaukee	1,167,996	30
Portland, Ore.	1,089,793	31
Indianapolis	1,054,831	32
Cincinnati	1,029,335	33
Columbus, Ohio	1,009,916	34
Buffalo	963,741	35
Sacramento	931,861	36
Nashville-Davidson	898,617	37
Oklahoma City	883,744	38
Birmingham	851,376	39
New Orleans	815,606	40
Rochester, N.Y.	812,991	41
San Antonio	809,699	42
Salt Lake City - Ogden	753,398	43
Louisville	743,718	44
Memphis	738,926	45
Toledo	710,741	46
Greensboro - Winston-Salem - High Point	709,628	47
Jacksonville	706,232	48
Dayton	677,195	49
Flint	664,398	50
Total Top 50	**83,781,855**	
Tulsa	659,431	51
Hartford - New Britain - Bristol	650,187	52
Norfolk - Virginia Beach - Portsmouth	628,370	53
Orlando	621,699	54
Charlotte - Gastonia	615,164	55
Albany - Schenectady - Troy	537,244	56
West Palm Beach - Boca Raton	535,913	57
Gary - Hammond - East Chicago	523,747	58
Richmond	523,008	59
Bridgeport - Stamford - Norwalk - Danbury	521,636	60
Grand Rapids	519,948	61
Akron	514,288	62
Syracuse	504,811	63
Omaha	491,271	64
Fresno	471,400	65
Providence - Warwick - Pawtucket	464,470	66
Albuquerque	457,571	67
Las Vegas	447,873	68
Tucson	447,742	69
Wichita	445,063	70
Allentown - Bethlehem - Easton	436,749	71
Lansing - East Lansing	434,134	72
New Haven - West Haven - Waterbury - Meriden	433,094	73
Austin	431,098	74
Oxnard - Simi Valley - Ventura	430,323	75
Greenville - Spartanburg	422,423	76
Knoxville	416,042	77
Youngstown - Warren	409,220	78
Worcester - Fitchburg - Leominster	405,545	79
Honolulu	397,596	80
Northeast Pennsylvania	396,256	81
Baton Rouge	393,677	82
Raleigh - Durham	393,552	83
Beaumont - Port Arthur - Orange	390,024	84
ittle Rock - North Little Rock	383,906	85
Peoria	381,334	86
Canton	373,383	87
Tacoma	371,936	88
ohnson City - Kingsport - Bristol	366,251	89
ong Branch - Asbury Park	363,053	90
ort Wayne	362,413	91
avenport - Rock Island - Moline	359,676	92
l Paso	355,964	93
obile	351,671	94
hreveport	346,487	95
pringfield - Chicopee - Holyoke	346,278	96
arrisburg	344,762	97
es Moines	337,794	98
Wilmington, Del.	336,330	99
hattanooga	335,216	100
otal Top 100	**105,868,878**	
Jackson, Miss.	332,706	101
Corpus Christi	325,981	102
New Brunswick - Perth Amboy - Sayreville	321,999	103
Charleston, W. Va.	314,567	104
Bakersfield	308,808	105
Lubbock	306,519	106
Columbia, S.C.	300,448	107
Stockton	297,589	108
Eugene - Springfield	294,375	109
Lexington-Fayette	293,999	110
Madison	289,103	111
Huntsville	287,526	112
Colorado Springs	280,040	113
New Bedford - Fall River	277,025	114
Spokane	276,886	115
Paterson - Clifton - Passaic	269,018	116
Lakeland - Winter Haven	266,789	117
Evansville	263,927	118
South Bend	262,328	119
Lancaster	259,752	120
Vallejo - Fairfield - Napa	257,478	121
Charleston - North Charleston, S.C.	255,416	122
Amarillo	251,744	123
Pensacola	251,362	124
Reno	248,115	125
Newport News - Hampton	245,974	126
York	243,984	127
Ann Arbor	242,452	128
Augusta	237,723	129
Montgomery	237,479	130
Kalamazoo - Portage	237,347	131
Springfield, Mo.	237,214	132
Appleton - Oshkosh	237,114	133
Reading	234,406	134
Salinas - Seaside - Monterey	224,665	135
Santa Rosa	223,327	136
Binghamton	221,626	137
Manchester - Nashua	218,185	138
Johnstown	216,606	139
Erie	213,555	140
Huntington - Ashland	212,285	141
Lorain - Elyria	211,377	142
Santa Barbara - Santa Maria - Lompoc	201,532	143
Melbourne - Titusville - Cocoa	201,505	144
Jersey City	200,190	145
Macon	196,290	146
Roanoke	195,845	147
Rockford	195,036	148
Columbus, Ga.	194,776	149
Salem	194,300	150
Total Top 150	**118,437,171**	
Portland, Me.	193,207	151
Galveston - Texas City	190,832	152
Modesto	189,784	153
Elkhart	187,492	154
Waco	187,397	155
Daytona Beach	187,130	156
Utica - Rome	186,919	157
Fort Myers - Cape Coral	186,792	158
Sarasota	182,463	159
Trenton	181,468	160
Boise	180,507	161
Saginaw	178,783	162
Topeka	176,435	163
Killeen - Temple	173,901	164
Lima	173,113	165
New London - Norwich	168,722	166
Fort Smith	168,412	167
Hamilton - Middletown	166,908	168
Abilene	163,911	169
Savannah	163,733	170
Fargo - Moorhead	163,060	171
Longview - Marshall	163,021	172
Odessa	162,046	173
Duluth - Superior	160,871	174
McAllen - Pharr - Edinburg	159,029	175
△ Benton Harbor - St. Joseph	156,118	176
Anchorage	155,829	177
Springfield, Ill.	155,053	178
Fayetteville, N.C.	154,821	179
Green Bay	154,152	180
Santa Cruz	152,924	181
△ Newburgh - Middletown	151,967	182
Terre Haute	149,781	183
Wichita Falls	149,267	184
Lafayette, La.	148,453	185
Waterloo - Cedar Falls	148,277	186
Lincoln	147,198	187
△ Joplin	144,250	188
Yakima	143,883	189
Lake Charles	143,485	190
Cedar Rapids	143,424	191
Clarksville - Hopkinsville	142,749	192
Fort Collins	138,705	193
Anderson, Ind.	137,941	194
Biloxi - Gulfport	137,400	195
Parkersburg - Marietta	136,795	196
Wheeling	136,171	197
Decatur	135,777	198
Sioux Falls	135,021	199
Poughkeepsie	134,775	200
Total Top 200	**126,467,323**	
Muncie	133,663	201
Asheville	133,621	202
Richland - Kennewick - Pasco	133,177	203
Mansfield	132,982	204
Billings	131,168	205
Provo - Orem	130,773	206
Springfield, Ohio	130,235	207
Fayetteville - Springdale	130,232	208
Monroe	129,775	209
△ Bangor	126,786	210
Bradenton	125,758	211
△ Kannapolis - Concord - Salisbury	124,499	212
Champaign - Urbana - Rantoul	124,322	213
Lynchburg	123,522	214
Bay City	123,322	215
Tallahassee	119,566	216
△ Jamestown	118,260	217
Muskegon - Norton Shores - Muskegon Heights	117,972	218
Midland	117,470	219
Battle Creek	115,743	220
Tyler	115,607	221
Williamsport	114,200	222
San Angelo	113,674	223
Racine	112,631	224
△ Anderson, S.C.	111,468	225
Florence	110,695	226
Gainesville	107,888	227
Atlantic City	107,299	228
St. Cloud	107,018	229
Janesville - Beloit	106,206	230
Eau Claire	105,746	231
Texarkana	105,157	232
Kokomo	103,560	233
Brownsville - Harlingen - San Benito	103,520	234
Jackson, Mich.	103,328	235
Altoona	102,756	236
Panama City	102,201	237
Pueblo	102,051	238
Bloomington - Normal	101,707	239
Alexandria, La.	101,485	240
Rapid City	101,252	241
Rochester, Minn.	101,200	242
△ Michigan City - La Porte	97,691	243
Vineland - Millville - Bridgeton	96,802	244
△ Athens	96,110	245
Tuscaloosa	96,001	246
△ Victoria	95,407	247
Kankakee	95,115	248
Bismarck	93,388	249
△ Newark, Ohio	93,013	250
Total Top 250	**132,094,345**	
Wilmington, N.C.	92,986	251
△ Missoula	92,626	252
Great Falls	92,236	253
Albany, Ga.	91,736	254
Grand Forks	91,428	255
Steubenville - Weirton	91,212	256
Anniston	90,911	257
Petersburg - Colonial Heights - Hopewell	89,192	258
Sioux City	88,795	259
St. Joseph	87,382	260
△ Bremerton	86,967	261
Lafayette - West Lafayette	86,863	262
Lewiston - Auburn	86,804	263
Dubuque	86,738	264
Owensboro	86,511	265
Sherman - Denison	86,006	266
Lawton	84,832	267
△ Olympia	84,386	268
△ Meridian	82,611	269
△ Hattiesburg	81,798	270
△ Hagerstown	81,757	271
Columbia, Mo.	80,325	272
Burlington, N.C.	79,238	273
Pittsfield	79,121	274
La Crosse	79,060	275
Gadsden	78,638	276
△ Danville, Va.	75,103	277
△ Wausau	74,572	278
△ Danville, Ill.	74,330	279
△ Marion	73,157	280
△ Jackson, Tenn.	72,683	281
Bryan - College Station	72,080	282
Las Cruces	69,455	283
Greeley	68,840	284
Pine Bluff	67,935	285
△ Sheboygan	65,912	286
Enid	64,232	287
△ Manitowoc - Two Rivers	62,332	288
Iowa City	61,061	289
Elmira	60,440	290
△ Pocatello	59,297	291
△ Burlington, Vt.	59,168	292
△ Santa Fe	58,902	293
△ Cheyenne	57,600	294
Bloomington, Ind.	57,041	295
Pascagoula - Moss Point	55,592	296
△ Quincy, Ill.	54,017	297
Laredo	53,637	298
Kenosha	51,967	299
Lawrence, Kans.	46,510	300
Total Above Areas	**135,850,367**	
Percent of U.S.	**77.4042**	
U.S. Total	**175,507,794**	

GASOLINE SERVICE STATION SALES

Area	($000)	Rank
Chicago	2,264,354	1
Los Angeles - Long Beach	2,186,513	2
Detroit	1,733,391	3
New York	1,368,696	4
Philadelphia	1,245,686	5
Washington	1,176,699	6
Houston	1,036,297	7
Boston - Lowell - Brockton - Lawrence - Haverhill	1,006,316	8
St. Louis	941,125	9
Dallas - Fort Worth	931,729	10
San Francisco - Oakland	899,554	11
Minneapolis - St. Paul	840,193	12
Nassau - Suffolk	792,389	13
Cleveland	742,669	14
Baltimore	712,872	15
Atlanta	709,009	16
Pittsburgh	696,959	17
Anaheim - Santa Ana - Garden Grove	657,790	18
Newark, N.J.	586,206	19
Kansas City	557,664	20
Cincinnati	556,340	21
San Diego	543,697	22
Miami	505,177	23
Tampa - St. Petersburg	488,916	24
Indianapolis	480,300	25
Riverside - San Bernardino - Ontario	476,978	26
Denver - Boulder	468,830	27
Milwaukee	467,356	28
Seattle - Everett	444,310	29
San Antonio	415,193	30
Columbus, Ohio	409,171	31
San Jose	404,241	32
Phoenix	395,666	33
Fort Lauderdale - Hollywood	394,143	34
Portland, Ore.	373,834	35
Toledo	354,316	36
Dayton	345,065	37
Louisville	343,485	38
New Orleans	342,556	39
Sacramento	332,984	40
Hartford - New Britain - Bristol	325,171	41
Memphis	320,865	42
Nashville-Davidson	317,106	43
Buffalo	293,695	44
Jacksonville	287,467	45
Rochester, N.Y.	277,676	46
Gary - Hammond - East Chicago	272,986	47
Salt Lake City - Ogden	270,303	48
Orlando	269,983	49
Greensboro - Winston-Salem - High Point	267,349	50
Total Top 50	**32,521,270**	
Richmond	250,676	51
Birmingham	249,230	52
Albany - Schenectady - Troy	245,021	53
Bridgeport - Stamford - Norwalk - Danbury	240,883	54
Norfolk - Virginia Beach - Portsmouth	239,634	55
Providence - Warwick - Pawtucket	236,716	56
Oklahoma City	234,887	57
Akron	233,438	58
New Haven - West Haven - Waterbury - Meriden	217,386	59
Youngstown - Warren	213,775	60
Greenville - Spartanburg	208,852	61
Worcester - Fitchburg - Leominster	204,068	62
New Brunswick - Perth Amboy - Sayreville	199,758	63
Austin	197,532	64
Allentown - Bethlehem - Easton	197,509	65
Omaha	197,074	66
Flint	189,691	67
Las Vegas	189,472	68
Raleigh - Durham	187,795	69
Wilmington, Del.	187,159	70
Tulsa	186,189	71
Springfield - Chicopee - Holyoke	185,696	72
Syracuse	180,093	73
Tucson	179,021	74
Charlotte - Gastonia	176,625	75
Grand Rapids	175,070	76
Long Branch - Asbury Park	174,921	77
Harrisburg	171,816	78
West Palm Beach - Boca Raton	171,176	79
Northeast Pennsylvania	167,392	80
Knoxville	165,808	81
Lansing - East Lansing	164,217	82
Chattanooga	161,546	83
Des Moines	159,816	84
Mobile	156,146	85
Bakersfield	154,859	86
Fresno	153,962	87
Davenport - Rock Island - Moline	153,556	88
Honolulu	151,674	89
Fort Wayne	141,315	90
Lexington-Fayette	137,254	91
Canton	136,570	92
El Paso	135,798	93
Tacoma	135,360	94
Albuquerque	134,924	95
Madison	134,077	96
Johnson City - Kingsport - Bristol	133,914	97
Baton Rouge	133,907	98
Corpus Christi	130,064	99
Beaumont - Port Arthur - Orange	130,060	100
Total Top 100	**41,524,652**	
Oxnard - Simi Valley - Ventura	129,815	101
Wichita	127,281	102
Columbia, S.C.	126,571	103
New Bedford - Fall River	125,078	104
Little Rock - North Little Rock	124,893	105
Peoria	123,996	106
Jersey City	122,379	107
Newport News - Hampton	121,900	108
Paterson - Clifton - Passaic	117,050	109
Evansville	112,936	110
Lancaster	110,629	111
Trenton	110,599	112
Charleston - North Charleston, S.C.	110,395	113
Ann Arbor	110,244	114
Lakeland - Winter Haven	108,099	115
Erie	106,731	116
Reno	106,717	117
Stockton	106,582	118
Montgomery	105,530	119
Vallejo - Fairfield - Napa	102,240	120
Binghamton	101,870	121
Duluth - Superior	101,759	122
Shreveport	101,045	123
Charleston, W. Va.	100,960	124
York	99,825	125
Santa Barbara - Santa Maria - Lompoc	97,877	126
Rockford	97,740	127
Daytona Beach	96,743	128
Appleton - Oshkosh	96,478	129
Huntington - Ashland	96,393	130
Santa Rosa	96,383	131
South Bend	95,183	132
Utica - Rome	95,172	133
Lima	93,279	134
Lorain - Elyria	93,135	135
Salinas - Seaside - Monterey	91,566	136
Jackson, Miss.	90,410	137
Sioux Falls	89,440	138
Roanoke	89,290	139
Kalamazoo - Portage	88,857	140
Colorado Springs	88,445	141
Augusta	87,030	142
Reading	86,814	143
Melbourne - Titusville - Cocoa	86,596	144
Macon	86,187	145
Hamilton - Middletown	86,064	146
Spokane	84,683	147
△ Hagerstown	84,299	148
△ Benton Harbor - St. Joseph	83,203	149
Springfield, Mo.	80,859	150
Total Top 150	**46,601,902**	
Modesto	80,389	151
Sarasota	80,221	152
Pensacola	80,036	153
Terre Haute	79,686	154
Eugene - Springfield	76,356	155
Saginaw	76,281	156
Savannah	75,155	157
Manchester - Nashua	74,707	158
Springfield, Ill.	73,080	159
New London - Norwich	72,304	160
Battle Creek	72,215	161
Mansfield	72,167	162
Topeka	71,352	163
△ Newburgh - Middletown	71,156	164
Wheeling	68,996	165
Columbus, Ga.	67,890	166
Bloomington - Normal	67,858	167
Lincoln	67,580	168
Galveston - Texas City	66,959	169
Parkersburg - Marietta	66,441	170
Asheville	66,140	171
Abilene	65,476	172
Huntsville	65,411	173
Johnstown	65,322	174
Champaign - Urbana - Rantoul	65,275	175
Poughkeepsie	64,750	176
Fayetteville, N.C.	64,217	177
Atlantic City	64,016	178
Fort Smith	62,323	179
Janesville - Beloit	62,296	180
Fort Myers - Cape Coral	61,764	181
Salem	60,873	182
Killeen - Temple	59,843	183
Fargo - Moorhead	59,664	184
Longview - Marshall	59,630	185
Portland, Me.	59,527	186
Santa Cruz	59,331	187
Green Bay	58,586	188
Springfield, Ohio	58,224	189
Amarillo	57,925	190
McAllen - Pharr - Edinburg	57,415	191
St. Cloud	56,913	192
Gainesville	56,702	193
Racine	55,448	194
Jackson, Mich.	54,412	195
Anchorage	54,384	196
△ Joplin	54,257	197
Lubbock	53,465	198
Elkhart	53,009	199
Richland - Kennewick - Pasco	52,982	200
Total Top 200	**49,852,311**	
Waco	52,363	201
Waterloo - Cedar Falls	52,356	202
Cedar Rapids	52,330	203
Lafayette, La.	52,302	204
Tyler	52,233	205
Eau Claire	51,654	206
△ Newark, Ohio	51,367	207
Sioux City	50,884	208
Steubenville - Weirton	50,524	209
△ Cheyenne	50,336	210
△ Michigan City - La Porte	49,483	211
Yakima	48,717	212
Bay City	48,624	213
Lynchburg	46,655	214
Provo - Orem	46,321	215
Grand Forks	46,214	216
Billings	45,276	217
Biloxi - Gulfport	44,890	218
Muncie	44,836	219
Boise	44,645	220
Decatur	44,244	221
Bradenton	43,315	222
St. Joseph	43,312	223
Texarkana	42,793	224
△ Kannapolis - Concord - Salisbury	42,780	225
Tallahassee	42,668	226
Petersburg - Colonial Heights - Hopewell	41,869	227
△ Jamestown	41,836	228
Kenosha	41,752	229
Anderson, Ind.	41,750	230
Pittsfield	41,665	231
Muskegon - Norton Shores - Muskegon Heights	41,355	232
Lake Charles	39,704	233
Midland	39,071	234
Tuscaloosa	39,055	235
Brownsville - Harlingen - San Benito	38,794	236
Kokomo	37,900	237
Rochester, Minn.	37,104	238
Clarksville - Hopkinsville	37,102	239
Wichita Falls	37,046	240
△ Bangor	36,230	241
△ Anderson, S.C.	36,229	242
Dubuque	35,873	243
Monroe	35,198	244
Lafayette - West Lafayette	34,990	245
Florence	34,915	246
Laredo	34,904	247
Great Falls	34,541	248
Alexandria, La.	34,180	249
Odessa	34,098	250
Total Top 250	**52,000,594**	
Fort Collins	34,041	251
Burlington, N.C.	33,915	252
△ Burlington, Vt.	32,834	253
Rapid City	32,661	254
Fayetteville - Springdale	32,023	255
△ Missoula	31,930	256
△ Jackson, Tenn.	31,922	257
△ Danville, Ill.	31,802	258
Kankakee	31,743	259
Vineland - Millville - Bridgeton	31,743	259
Bloomington, Ind.	31,497	261
Bismarck	31,259	262
△ Victoria	31,154	263
Pine Bluff	31,094	264
△ Wausau	30,883	265
Altoona	30,756	266
Columbia, Mo.	30,684	267
Wilmington, N.C.	30,464	268
Williamsport	30,361	269
△ Meridian	30,271	270
△ Olympia	29,891	271
Iowa City	29,531	272
Las Cruces	29,221	273
Pueblo	29,144	274
Anniston	28,736	275
La Crosse	28,673	276
Owensboro	27,354	277
△ Sheboygan	27,224	278
Pascagoula - Moss Point	26,578	279
△ Bremerton	25,698	280
Greeley	25,573	281
△ Danville, Va.	25,511	282
△ Athens	25,468	283
△ Marion	25,419	284
△ Pocatello	24,801	285
Panama City	24,672	286
Lewiston - Auburn	24,079	287
Elmira	23,492	288
Sherman - Denison	22,698	289
Albany, Ga.	22,688	290
△ Santa Fe	21,651	291
Gadsden	21,593	292
Bryan - College Station	21,398	293
San Angelo	21,216	294
△ Manitowoc - Two Rivers	20,726	295
Lawrence, Kans.	20,566	296
Lawton	19,348	297
△ Hattiesburg	19,140	298
△ Quincy, Ill.	18,946	299
Enid	15,039	300
Total Above Areas	**53,359,705**	
Percent of U.S.	**73.9853**	
U.S. Total	**72,122,031**	

APPAREL AND ACCESSORIES STORE SALES

Area	($000)	Rank
w York	2,611,611	1
cago	1,868,590	2
Angeles - Long Beach	1,586,405	3
etroit	1,146,432	4
adelphia	1,074,718	5
ston - Lowell - Brockton - Lawrence - Haverhill	936,417	6
ashington	762,674	7
uston	755,088	8
llas - Fort Worth	724,464	9
n Francisco - Oakland	710,333	10
assau - Suffolk	650,827	11
ami	494,551	12
ewark, N.J.	490,449	13
ttsburgh	439,209	14
Louis	429,633	15
inneapolis - St. Paul	410,320	16
altimore	390,972	17
eattle - Everett	388,875	18
naheim - Santa Ana - Garden Grove	373,911	19
eveland	361,794	20
tlanta	346,825	21
enver - Boulder	329,723	22
an Diego	308,533	23
ew Orleans	294,808	24
ansas City	288,358	25
ort Lauderdale - Hollywood	269,780	26
ilwaukee	258,447	27
klahoma City	246,796	28
San Jose	244,412	29
ortland, Ore.	244,319	30
irmingham	236,000	31
Buffalo	233,651	32
Tampa - St. Petersburg	229,813	33
Cincinnati	207,524	34
Riverside - San Bernardino - Ontario	206,997	35
Bridgeport - Stamford - Norwalk - Danbury	204,072	36
Phoenix	202,379	37
Hartford - New Britain - Bristol	201,489	38
San Antonio	193,256	39
Honolulu	188,473	40
New Brunswick - Perth Amboy - Sayreville	180,224	41
Memphis	174,628	42
Columbus, Ohio	172,859	43
Tulsa	172,156	44
Rochester, N.Y.	172,133	45
Albany - Schenectady - Troy	170,154	46
Indianapolis	170,096	47
Sacramento	168,663	48
Greensboro - Winston-Salem - High Point	154,790	49
Nashville-Davidson	145,564	50
Total Top 50	**23,224,197**	
New Haven - West Haven - Waterbury - Meriden	145,505	51
Norfolk - Virginia Beach - Portsmouth	144,191	52
West Palm Beach - Boca Raton	143,936	53
Louisville	142,691	54
Providence - Warwick - Pawtucket	142,432	55
Jersey City	141,365	56
Charlotte - Gastonia	139,089	57
Grand Rapids	136,895	58
Syracuse	135,686	59
Austin	131,086	60
Salt Lake City - Ogden	130,683	61
Paterson - Clifton - Passaic	130,387	62
Richmond	125,784	63
Jacksonville	120,137	64
Gary - Hammond - East Chicago	117,707	65
Toledo	116,421	66
Springfield - Chicopee - Holyoke	115,669	67
Long Branch - Asbury Park	108,266	68
Worcester - Fitchburg - Leominster	108,207	69
Orlando	108,006	70
Wichita	106,609	71
Flint	106,600	72
Akron	105,153	73
Dayton	104,434	74
Northeast Pennsylvania	103,274	75
Raleigh - Durham	102,315	76
Greenville - Spartanburg	99,472	77
ittle Rock - North Little Rock	98,957	78
Allentown - Bethlehem - Easton	98,200	79
eaumont - Port Arthur - Orange	97,394	80
hreveport	95,125	81
arrisburg	94,465	82
ansing - East Lansing	94,260	83
as Vegas	93,165	84
Wilmington, Del.	91,773	85
maha	90,710	86
Paso	89,711	87
ew Bedford - Fall River	87,239	88
buquerque	86,751	89
esno	84,872	90
xington-Fayette	83,590	91
nton	83,196	92
s Moines	79,886	93
oxville	79,692	94
ngstown - Warren	79,378	95
umbia, S.C.	79,150	96
ginaw	77,055	97
ding	77,035	98
Arbor	76,791	99
Allen - Pharr - Edinburg	75,636	100
Total Top 100	**28,530,228**	
Newport News - Hampton	74,999	101
Baton Rouge	74,020	102
Evansville	73,428	103
Chattanooga	72,863	104
Salinas - Seaside - Monterey	72,643	105
Jackson, Miss.	72,177	106
Mobile	71,663	107
Johnson City - Kingsport - Bristol	70,326	108
Charleston - North Charleston, S.C.	69,940	109
Davenport - Rock Island - Moline	68,983	110
Lancaster	68,625	111
Fort Wayne	68,464	112
Tacoma	68,077	113
Oxnard - Simi Valley - Ventura	66,266	114
Canton	65,578	115
Huntsville	65,030	116
Tucson	63,560	117
Augusta	63,148	118
Amarillo	62,962	119
Spokane	62,395	120
Madison	61,896	121
Peoria	61,416	122
Eugene - Springfield	61,238	123
Lubbock	60,565	124
Utica - Rome	60,464	125
Montgomery	59,865	126
Corpus Christi	58,372	127
Stockton	58,203	128
Bakersfield	56,861	129
Santa Barbara - Santa Maria - Lompoc	56,777	130
Lafayette, La.	56,195	131
Manchester - Nashua	55,201	132
York	53,182	133
Huntington - Ashland	52,578	134
Binghamton	52,260	135
Savannah	52,076	136
Lakeland - Winter Haven	51,816	137
Charleston, W. Va.	51,644	138
Kalamazoo - Portage	51,359	139
Atlantic City	51,333	140
Macon	50,859	141
Odessa	50,827	142
Laredo	50,744	143
Duluth - Superior	50,634	144
South Bend	50,245	145
Daytona Beach	48,193	146
△ Newburgh - Middletown	48,098	147
Roanoke	47,184	148
Longview - Marshall	47,173	149
Reno	46,897	150
Total Top 150	**31,519,530**	
Erie	46,673	151
Springfield, Ill.	46,355	152
Anchorage	46,261	153
Poughkeepsie	44,749	154
Colorado Springs	44,642	155
Modesto	43,858	156
Portland, Me.	43,791	157
Springfield, Mo.	42,707	158
Galveston - Texas City	42,167	159
Sarasota	41,898	160
Brownsville - Harlingen - San Benito	40,679	161
Fort Smith	38,850	162
Terre Haute	38,547	163
Grand Forks	38,419	164
Tyler	38,109	165
Boise	37,455	166
Tallahassee	37,452	167
Columbus, Ga.	37,362	168
Santa Rosa	36,707	169
△ Kannapolis - Concord - Salisbury	36,588	170
Lincoln	35,931	171
Alexandria, La.	35,708	172
Fargo - Moorhead	35,187	173
Fort Myers - Cape Coral	35,123	174
Biloxi - Gulfport	35,052	175
Rockford	34,503	176
Abilene	33,972	177
Pensacola	33,849	178
Champaign - Urbana - Rantoul	33,692	179
Wichita Falls	32,789	180
Johnstown	32,671	181
Lorain - Elyria	32,333	182
Waco	32,099	183
Monroe	32,016	184
Pittsfield	31,809	185
Topeka	31,396	186
Vallejo - Fairfield - Napa	31,212	187
Sioux Falls	31,011	186
△ Joplin	30,633	189
Asheville	30,528	190
Fayetteville - Springdale	30,511	191
Lake Charles	29,924	192
Gainesville	29,729	193
Billings	29,651	194
Vineland - Millville - Bridgeton	29,651	194
New London - Norwich	29,573	196
Waterloo - Cedar Falls	29,543	197
Killeen - Temple	29,248	198
Gadsden	28,986	199
Florence	28,594	200
Total Top 200	**33,299,723**	
Bloomington - Normal	28,568	201
Appleton - Oshkosh	28,445	202
Parkersburg - Marietta	28,050	203
Midland	27,900	204
Fayetteville, N.C.	27,797	205
△ Benton Harbor - St. Joseph	27,564	206
Jackson, Mich.	27,012	207
Santa Cruz	26,768	208
△ Burlington, Vt.	26,613	209
Tuscaloosa	26,611	210
Salem	26,610	211
Fort Collins	26,417	212
Texarkana	26,375	213
Provo - Orem	26,309	214
△ Jamestown	26,240	215
St. Cloud	25,612	216
Battle Creek	25,570	217
Bradenton	25,440	218
Richland - Kennewick - Pasco	25,186	219
Yakima	25,093	220
Great Falls	24,976	221
Columbia, Mo.	24,954	222
Altoona	24,844	223
Anniston	24,790	224
Lima	24,601	225
San Angelo	24,342	226
Petersburg - Colonial Heights - Hopewell	24,244	227
△ Hattiesburg	24,062	228
Albany, Ga.	24,050	229
Panama City	24,024	230
Bismarck	23,883	231
Decatur	23,633	232
Green Bay	23,498	233
Rochester, Minn.	23,176	234
Muskegon - Norton Shores - Muskegon Heights	23,139	235
Wheeling	22,858	236
Wilmington, N.C.	22,[illegible]23	237
Steubenville - Weirton	22,456	238
△ Hagerstown	22,396	239
Enid	22,161	240
Bloomington, Ind.	22,131	241
△ Bangor	21,808	242
Mansfield	21,744	243
Bay City	21,512	244
△ Santa Fe	21,502	245
Owensboro	21,415	246
Janesville - Beloit	21,244	247
Kokomo	21,018	248
Sioux City	20,980	249
Sherman - Denison	20,926	250
Total Top 250	**34,523,093**	
Hamilton - Middletown	20,896	251
Springfield, Ohio	20,608	252
Bryan - College Station	20,551	253
△ Danville, Ill.	20,494	254
Williamsport	20,437	255
Rapid City	20,400	256
Melbourne - Titusville - Cocoa	20,276	257
△ Pocatello	19,977	258
Iowa City	19,936	259
Anderson, Ind.	19,919	260
△ Anderson, S.C.	19,783	261
Elkhart	19,599	262
Clarksville - Hopkinsville	19,133	263
Pueblo	18,893	264
Burlington, N.C.	18,853	265
Muncie	18,241	266
△ Cheyenne	18,172	267
△ Michigan City - La Porte	18,109	268
△ Wausau	17,779	269
Elmira	16,535	270
△ Victoria	16,437	271
Lynchburg	16,356	272
La Crosse	16,003	273
△ Meridian	15,668	274
Cedar Rapids	15,629	275
Lafayette - West Lafayette	15,381	276
Eau Claire	15,317	277
Racine	15,270	278
△ Athens	14,832	279
△ Missoula	14,665	280
△ Quincy, Ill.	14,306	281
Lewiston - Auburn	14,298	282
Kankakee	14,270	283
△ Newark, Ohio	14,144	284
△ Jackson, Tenn.	14,067	285
△ Marion	14,067	285
Lawton	13,753	287
St. Joseph	13,713	288
Greeley	13,610	289
△ Danville, Va.	13,402	290
Pine Bluff	12,486	291
△ Bremerton	12,088	292
Dubuque	11,840	293
Lawrence, Kans.	11,219	294
Pascagoula - Moss Point	10,434	295
Kenosha	8,538	296
△ Olympia	8,512	297
Las Cruces	8,299	298
△ Sheboygan	7,936	299
△ Manitowoc - Two Rivers	5,976	300
Total Above Areas	**35,304,200**	
Percent of U.S.	**81.9060**	
U.S. Total	**43,103,315**	

Parlaying prospects with dual market advertising.

It takes two to make a market.

It used to be that in order to define the advertising target for a product one looked at who actually purchased the product and forgot about everything else. But things have changed. Wives are working. Husbands are helping with the cooking. And the influence a wife has on her husband's purchasing decisions, or vice versa, should be considered.

Who influences whom.

As the chart based on the Purchase Influence Study shows, these days it's much smarter to include both husbands and wives in advertising plans. When it comes to life insurance, for example, wives exert 34% of the direct influence on the company chosen. Husbands, on the other hand, exert 41% of the direct influence on the brand of instant coffee used at home.

From package goods to big ticket items, it's no longer enough to convince only the person who's doing the actual buying. You also have to reach all the people who influence that buy.

Influence on brand selection

Product		Husbands	Wives
Instant Coffee		41%	59%
Gin		64%	36%
Upset Stomach Remedies		50%	50%
Life Insurance		66%	34%
Mouthwash		44%	56%

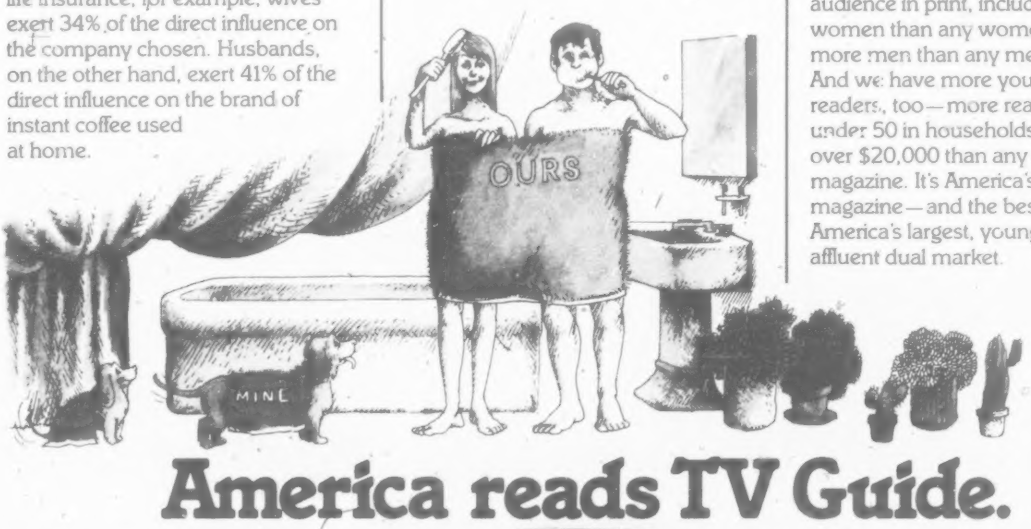
Source: Purchase Influence Study, 1975

How to reach the dual market.

Because husbands and wives make many buying decisions togethe it pays to reach both of them if you can. And the surest, most effective way to reach them is through a dual audience medium—one that is able to reach both men and women so that the merits of the product can be talked over on the spot.

Why you should use TV Guide.

TV Guide reaches more than 42 million adult readers week after week. That's the biggest dual audience in print, including more women than any women's publicatio more men than any men's publication And we have more young, affluent readers, too—more readers under 50 in households with incomes over $20,000 than any other magazine. It's America's best-selling magazine—and the best way to sell t America's largest, youngest, most affluent dual market.



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TV GUIDE
TRIANGLE PUBLICATIONS, INC.

DRUGSTORE SALES

Area	($000)	Rank
Chicago	1,109,378	1
Los Angeles - Long Beach	1,095,324	2
New York	825,440	3
Detroit	822,929	4
San Francisco - Oakland	654,905	5
Washington	573,803	6
Dallas - Fort Worth	545,968	7
Philadelphia	493,739	8
Boston - Lowell - Brockton - Lawrence - Haverhill	471,442	9
Houston	348,098	10
Cleveland	312,190	11
St. Louis	277,771	12
Seattle - Everett	277,741	13
Nassau - Suffolk	276,348	14
Miami	275,946	15
Baltimore	270,626	16
Minneapolis - St. Paul	264,170	17
Anaheim - Santa Ana - Garden Grove	256,221	18
Pittsburgh	252,378	19
Atlanta	249,615	20
Phoenix	228,085	21
San Jose	226,976	22
San Diego	220,709	23
Riverside - San Bernardino - Ontario	216,014	24
Tampa - St. Petersburg	204,708	25
Newark, N.J.	194,696	26
Buffalo	193,033	27
Fort Lauderdale - Hollywood	191,639	28
Sacramento	189,032	29
Milwaukee	183,277	30
Denver - Boulder	180,985	31
Honolulu	180,248	32
Cincinnati	179,694	33
Indianapolis	170,723	34
Kansas City	160,452	35
New Orleans	150,141	36
Portland, Ore.	142,416	37
Rochester, N.Y.	139,406	38
Syracuse	134,205	39
Columbus, Ohio	125,980	40
Hartford - New Britain - Bristol	125,386	41
Louisville	123,373	42
Greensboro - Winston-Salem - High Point	120,953	43
Jacksonville	109,366	44
Memphis	107,858	45
Reno	107,413	46
Toledo	106,298	47
Fresno	106,190	48
Birmingham	104,878	49
Gary - Hammond - East Chicago	99,753	50
Total Top 50	**14,377,919**	
Nashville-Davidson	98,815	51
Richmond	98,291	52
Charlotte - Gastonia	94,107	53
Albany - Schenectady - Troy	93,113	54
Providence - Warwick - Pawtucket	91,826	55
West Palm Beach - Boca Raton	90,511	56
Las Vegas	85,878	57
Flint	85,014	58
Salt Lake City - Ogden	83,359	59
Akron	81,742	60
Omaha	80,323	61
Tucson	80,235	62
Bridgeport - Stamford - Norwalk - Danbury	79,940	63
San Antonio	78,086	64
Orlando	77,493	65
Worcester - Fitchburg - Leominster	77,394	66
Oxnard - Simi Valley - Ventura	76,742	67
Greenville - Spartanburg	75,297	68
Oklahoma City	73,023	69
New Haven - West Haven - Waterbury - Meriden	71,966	70
Dayton	71,945	71
Northeast Pennsylvania	71,529	72
Norfolk - Virginia Beach - Portsmouth	70,564	73
Bakersfield	70,521	74
Allentown - Bethlehem - Easton	70,222	75
Stockton	70,201	76
Wilmington, Del.	69,903	77
Youngstown - Warren	69,519	78
Davenport - Rock Island - Moline	62,404	79
Harrisburg	62,232	80
Anchorage	62,216	81
Baton Rouge	60,688	82
Long Branch - Asbury Park	60,298	83
Utica - Rome	60,179	84
Knoxville	60,024	85
Vallejo - Fairfield - Napa	59,861	86
Springfield - Chicopee - Holyoke	59,578	87
Albuquerque	58,954	88
El Paso	58,451	89
Little Rock - North Little Rock	58,409	90
Tacoma	57,823	91
Mobile	55,679	92
Tulsa	53,183	93
Santa Rosa	53,014	94
Daytona Beach	52,950	95
Austin	52,654	96
Salinas - Seaside - Monterey	52,540	97
New Brunswick - Perth Amboy - Sayreville	52,287	98
Grand Rapids	51,456	99
Fort Wayne	51,070	100
Total Top 100	**17,871,428**	

Area	($000)	Rank
Spokane	50,738	101
Santa Barbara - Santa Maria - Lompoc	50,019	102
Raleigh - Durham	49,124	103
Canton	49,061	104
New Bedford - Fall River	48,626	105
Lakeland - Winter Haven	47,989	106
Modesto	47,269	107
Jersey City	46,846	108
Beaumont - Port Arthur - Orange	46,222	109
Chattanooga	45,523	110
Eugene - Springfield	45,142	111
Binghamton	42,825	112
Richland - Kennewick - Pasco	42,775	113
Wichita	42,631	114
Melbourne - Titusville - Cocoa	42,610	115
Columbia, S.C.	42,175	116
Ann Arbor	41,148	117
Evansville	40,865	118
Peoria	40,742	119
South Bend	40,545	120
Lexington-Fayette	40,130	121
Lansing - East Lansing	39,143	122
Sioux Falls	38,683	123
Santa Cruz	38,394	124
Salem	37,753	125
Jackson, Miss.	37,593	126
Johnson City - Kingsport - Bristol	37,169	127
Rockford	36,62[illegible]	128
Sarasota	36,612	129
Huntington - Ashland	36,564	130
Charleston - North Charleston, S.C.	36,460	131
Springfield, Ill.	36,372	132
△ Bremerton	36,176	133
Lancaster	36,111	134
Paterson - Clifton - Passaic	36,039	135
Madison	35,540	136
Charleston, W. Va.	35,452	137
Des Moines	35,244	138
Erie	34,608	139
Corpus Christi	33,761	140
Trenton	32,907	141
Shreveport	32,736	142
Lorain - Elyria	32,519	143
Saginaw	32,095	144
Augusta	32,092	145
Newport News - Hampton	31,350	146
Roanoke	30,313	147
Pensacola	30,010	148
Billings	29,757	149
York	29,249	150
Total Top 150	**19,821,757**	
Appleton - Oshkosh	29,068	151
Duluth - Superior	29,006	152
Portland, Me.	28,737	153
Topeka	28,[illegible]75	154
Fort Myers - Cape Coral	27,312	155
Lima	27,263	156
Macon	27,163	157
Elkhart	27,161	158
Manchester - Nashua	26,774	159
Huntsville	26,641	160
Asheville	26,454	161
Cedar Rapids	26,312	162
Bradenton	25,996	163
Gainesville	25,429	164
Springfield, Mo.	25,323	165
△ Newburgh - Middletown	25,321	166
Terre Haute	25,298	167
△ Benton Harbor - St. Joseph	25,287	168
Johnstown	25,055	169
Lynchburg	25,052	170
McAllen - Pharr - Edinburg	24,746	171
Savannah	24,666	172
Yakima	24,480	173
Columbus, Ga.	24,333	174
Montgomery	24,310	175
Hamilton - Middletown	24,293	176
Colorado Springs	23,958	177
△ Joplin	23,819	178
Bryan - College Station	23,710	179
Galveston - Texas City	23,673	180
Anderson, Ind.	23,230	181
Muncie	23,136	182
Kalamazoo - Portage	23,134	183
Atlantic City	21,964	184
△ Kannapolis - Concord - Salisbury	21,839	185
Battle Creek	21,838	186
Fargo - Moorhead	21,824	187
Reading	21,821	188
Champaign - Urbana - Rantoul	21,335	189
Amarillo	21,314	190
Waco	21,260	191
Biloxi - Gulfport	20,964	192
New London - Norwich	20,885	193
Provo - Orem	20,774	194
Poughkeepsie	20,760	195
Lafayette - West Lafayette	20,672	196
Lake Charles	20,620	197
Longview - Marshall	20,442	198
Muskegon - Norton Shores - Muskegon Heights	19,754	199
△ Olympia	19,597	200
Total Top 200	**21,024,055**	
Sioux City	19,057	201
Wheeling	19,001	202

Area	($000)	Rank
Lubbock	18,988	203
Waterloo - Cedar Falls	18,882	204
Fort Smith	18,817	205
Lincoln	18,789	206
Springfield, Ohio	18,442	207
Parkersburg - Marietta	18,425	208
Rochester, Minn.	18,336	209
Columbia, Mo.	18,243	210
Great Falls	18,210	211
Steubenville - Weirton	18,022	212
Boise	18,008	213
△ Michigan City - La Porte	17,685	214
Racine	17,654	215
Green Bay	17,482	216
Kokomo	17,424	217
Lafayette, La.	17,291	218
Petersburg - Colonial Heights - Hopewell	17,182	219
△ Jamestown	16,988	220
Kankakee	16,942	221
Alexandria, La.	16,568	222
Wilmington, N.C.	16,357	223
Tallahassee	16,277	224
Vineland - Millville - Bridgeton	16,177	225
△ Hagerstown	16,121	226
Janesville - Beloit	15,992	227
St. Joseph	15,787	228
St. Cloud	15,699	229
Altoona	15,677	230
△ Bangor	15,387	231
Bloomington - Normal	15,355	232
Tyler	15,289	233
Fort Collins	15,130	234
△ Hattiesburg	15,109	235
Eau Claire	15,045	236
Burlington, N.C.	15,012	237
Bloomington, Ind.	14,911	238
Fayetteville - Springdale	14,758	239
Bismarck	14,703	240
Bay City	14,696	241
△ Anderson, S.C.	14,607	242
△ Marion	14,524	243
Decatur	14,480	244
Pittsfield	14,379	245
Monroe	14,334	246
△ Missoula	14,196	247
Wichita Falls	13,860	248
△ Athens	13,845	249
Dubuque	13,828	250
Total Top 250	**21,842,026**	
Elmira	13,817	251
Pascagoula - Moss Point	13,617	252
Grand Forks	13,572	253
Tuscaloosa	13,496	254
Fayetteville, N.C.	13,485	255
Iowa City	13,481	256
Sherman - Denison	13,459	257
△ Santa Fe	13,300	258
Williamsport	13,035	259
Rapid City	12,872	260
Clarksville - Hopkinsville	12,857	261
Mansfield	12,843	262
Albany, Ga.	12,799	263
Abilene	12,780	264
Brownsville - Harlingen - San Benito	12,704	265
△ Danville, Ill.	12,659	266
Anniston	12,538	267
Laredo	12,499	268
Texarkana	12,221	269
Killeen - Temple	12,210	270
Jackson, Mich.	12,146	271
Enid	12,046	272
La Crosse	12,010	273
Owensboro	11,903	274
△ Sheboygan	11,540	275
Florence	11,495	276
△ Newark, Ohio	11,316	277
△ Pocatello	11,263	278
Pine Bluff	11,103	279
△ Meridian	11,089	280
△ Danville, Va.	10,968	281
Pueblo	10,653	282
Gadsden	10,624	283
Panama City	10,500	284
△ Quincy, Ill.	9,668	285
△ Victoria	8,974	286
Odessa	8,470	287
Midland	8,258	288
Kenosha	8,227	289
Greeley	8,042	290
△ Manitowoc - Two Rivers	7,749	291
△ Wausau	7,476	292
△ Burlington, Vt.	7,406	293
Lawrence, Kans.	7,228	294
△ Jackson, Tenn.	7,198	295
Lewiston - Auburn	7,126	296
Las Cruces	6,689	297
△ Cheyenne	5,565	298
San Angelo	5,456	299
Lawton	4,847	300
Total Above Areas	**22,379,305**	
Percent of U.S.	**78.0644**	
U.S. Total	**28,667,734**	

S&MM METRO MARKET RANKING

BUILDING MATERIALS AND HARDWARE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	1,238,986	1
Chicago	1,208,225	2
Detroit	891,702	3
Houston	743,591	4
New York	698,812	5
Minneapolis - St. Paul	666,479	6
Boston - Lowell - Brockton - Lawrence - Haverhill	632,663	7
Philadelphia	619,280	8
Anaheim - Santa Ana - Garden Grove	605,501	9
San Francisco - Oakland	581,851	10
Riverside - San Bernardino - Ontario	524,671	11
Seattle - Everett	493,164	12
Dallas - Fort Worth	492,798	13
San Diego	489,357	14
Washington	483,742	15
St. Louis	455,322	16
Pittsburgh	417,124	17
Denver - Boulder	414,589	18
Nassau - Suffolk	396,075	19
San Jose	372,530	20
Atlanta	361,034	21
Phoenix	352,537	22
Sacramento	314,280	23
Cleveland	305,583	24
Baltimore	297,804	25
Newark, N.J.	279,438	26
Milwaukee	272,680	27
Tampa - St. Petersburg	269,232	28
Kansas City	266,995	29
Indianapolis	264,631	30
Portland, Ore.	237,703	31
Cincinnati	236,551	32
Salt Lake City - Ogden	224,613	33
Columbus, Ohio	215,884	34
Akron	213,332	35
Fort Lauderdale - Hollywood	212,599	36
Miami	205,339	37
Birmingham	199,890	38
Oklahoma City	194,504	39
Bridgeport - Stamford - Norwalk - Danbury	192,928	40
Grand Rapids	183,673	41
Louisville	181,381	42
Greensboro - Winston Salem - High Point	180,945	43
Buffalo	180,078	44
Rochester, N.Y.	174,228	45
Hartford - New Britain - Bristol	173,370	46
Tulsa	170,867	47
Nashville-Davidson	160,367	48
Dayton	160,088	49
New Orleans	154,821	50
Total Top 50	**19,265,837**	
Santa Rosa	147,875	51
Albany - Schenectady - Troy	147,767	52
Austin	144,929	53
Charlotte - Gastonia	140,970	54
Memphis	140,700	55
Providence - Warwick - Pawtucket	139,805	56
Des Moines	139,545	57
Johnson City - Kingsport - Bristol	139,315	58
Knoxville	138,989	59
Fresno	138,905	60
Lancaster	138,878	61
Baton Rouge	138,150	62
Greenville - Spartanburg	136,834	63
Orlando	135,005	64
Las Vegas	133,149	65
Jacksonville	132,234	66
Norfolk - Virginia Beach - Portsmouth	132,088	67
Gary - Hammond - East Chicago	130,575	68
Wichita	129,202	69
Peoria	128,028	70
Northeast Pennsylvania	127,787	71
Beaumont - Port Arthur - Orange	127,449	72
Toledo	127,263	73
San Antonio	125,275	74
Allentown - Bethlehem - Easton	123,585	75
Eugene - Springfield	122,209	76
Flint	119,794	77
Bakersfield	118,073	78
Springfield - Chicopee - Holyoke	115,610	79
Madison	112,643	80
Davenport - Rock Island - Moline	112,230	81
New Haven - West Haven - Waterbury - Meriden	109,732	82
Mobile	109,404	83
Worcester - Fitchburg - Leominster	106,095	84
Reno	105,653	85
Spokane	105,391	86
Modesto	103,904	87
Wilmington, Del.	103,612	88
Tacoma	103,246	89
Syracuse	101,766	90
Salem	100,940	91
Richmond	100,436	92
Springfield, Ill.	99,828	93
Albuquerque	99,272	94
Harrisburg	98,154	95
Lansing - East Lansing	97,400	96
Boise	96,175	97
New Brunswick - Perth Amboy - Sayreville	96,131	98
Little Rock - North Little Rock	95,123	99
Fort Myers - Cape Coral	94,887	100
Total Top 100	**25,277,847**	
Evansville	94,609	101
Springfield, Mo.	94,466	102
Lakeland - Winter Haven	94,348	103
Oxnard - Simi Valley - Ventura	93,104	104
Chattanooga	92,613	105
Charleston - North Charleston, S.C.	92,396	106
Canton	91,623	107
Omaha	90,823	108
Long Branch - Asbury Park	90,560	109
York	89,855	110
Duluth - Superior	89,517	111
Amarillo	89,146	112
St. Cloud	89,053	113
Stockton	88,832	114
Tucson	87,712	115
Santa Cruz	87,366	116
West Palm Beach - Boca Raton	87,085	117
Billings	85,209	118
Columbia, S.C.	84,914	119
Huntington - Ashland	83,124	120
Youngstown - Warren	81,971	121
Raleigh - Durham	81,532	122
Huntsville	81,158	123
Anchorage	78,869	124
Vallejo - Fairfield - Napa	78,732	125
Kalamazoo - Portage	78,379	126
Fort Collins	76,695	127
Santa Barbara - Santa Maria - Lompoc	75,528	128
Manchester - Nashua	74,747	129
Rockford	74,595	130
Fort Wayne	74,444	131
Daytona Beach	74,243	132
Portland, Me.	74,121	133
Fargo - Moorhead	74,089	134
Colorado Springs	73,879	135
Charleston, W. Va.	73,560	136
Appleton - Oshkosh	72,040	137
Erie	71,400	138
Melbourne - Titusville - Cocoa	69,940	139
Lincoln	69,876	140
Cedar Rapids	69,824	141
Johnstown	69,352	142
Lexington-Fayette	68,358	143
Augusta	68,065	144
Fayetteville - Springdale	65,601	145
Topeka	64,599	146
Ann Arbor	64,082	147
McAllen - Pharr - Edinburg	63,168	148
Salinas - Seaside - Monterey	62,704	149
Lima	62,598	150
Total Top 150	**29,242,351**	
Eau Claire	62,169	151
Paterson - Clifton - Passaic	61,973	152
△ Newburgh - Middletown	61,196	153
Richland - Kennewick - Pasco	60,934	154
Jackson, Miss.	60,007	155
Macon	59,978	156
Lake Charles	59,698	157
Savannah	59,468	158
South Bend	58,969	159
Montgomery	58,856	160
Lubbock	58,842	161
Sarasota	57,699	162
Rapid City	57,430	163
Pensacola	57,398	164
Yakima	57,224	165
Shreveport	57,084	166
Green Bay	56,777	167
Terre Haute	56,740	168
Fort Smith	55,615	169
Grand Forks	55,346	170
New Bedford - Fall River	54,810	171
Longview - Marshall	54,708	172
Binghamton	54,561	173
Fayetteville, N.C.	54,376	174
Provo - Orem	54,277	175
Jersey City	53,622	176
Corpus Christi	53,002	177
Champaign - Urbana - Rantoul	53,000	178
El Paso	52,892	179
Lafayette, La.	52,663	180
Bloomington - Normal	52,195	181
Honolulu	51,665	182
Newport News - Hampton	50,526	183
Rochester, Minn.	50,253	184
Saginaw	50,016	185
△ Bremerton	49,991	186
△ Benton Harbor - St. Joseph	49,977	187
Tallahassee	49,856	188
Decatur	49,608	189
Sioux Falls	48,987	190
△ Wausau	48,889	191
Waterloo - Cedar Falls	48,837	192
Asheville	48,675	193
△ Bangor	48,568	194
Tyler	48,302	195
Tuscaloosa	47,846	196
Poughkeepsie	47,448	197
Lorain - Elyria	46,646	198
Wichita Falls	46,561	199
Utica - Rome	46,441	200
Total Top 200	**31,934,952**	
Atlantic City	45,908	201
Reading	45,747	202
Bismarck	45,250	203
Parkersburg - Marietta	44,217	20
Galveston - Texas City	43,762	20
Great Falls	43,306	20
Abilene	43,103	20
Janesville - Beloit	42,533	20
Altoona	42,531	20
Clarksville - Hopkinsville	42,377	21
Trenton	41,822	21
△ Joplin	41,470	21
Racine	40,856	21
Muskegon - Norton Shores - Muskegon Heights	40,120	21
Hamilton - Middletown	39,093	21
△ Burlington, Vt.	39,082	216
Wilmington, N.C.	38,958	217
Monroe	38,470	218
△ Anderson, S.C.	38,453	219
Albany, Ga.	37,452	220
Dubuque	37,374	221
La Crosse	37,309	222
Odessa	37,153	223
Steubenville - Weirton	36,591	224
Killeen - Temple	36,138	225
△ Missoula	36,037	226
Columbia, Mo.	35,903	227
Pittsfield	35,874	228
Sioux City	35,674	229
Elkhart	35,282	230
Florence	35,186	231
Columbus, Ga.	35,169	232
Kankakee	34,934	233
Gainesville	34,931	234
Biloxi - Gulfport	34,849	235
△ Pocatello	34,753	236
△ Olympia	34,596	237
Iowa City	34,346	238
New London - Norwich	34,271	239
Owensboro	34,152	240
Roanoke	33,521	241
Greeley	33,117	242
Springfield, Ohio	33,074	243
Wheeling	32,208	244
△ Kannapolis - Concord - Salisbury	31,898	245
Bryan - College Station	31,737	246
△ Hattiesburg	31,367	247
Mansfield	31,257	248
Anderson, Ind.	30,977	249
Battle Creek	30,157	250
Total Top 250	**33,799,297**	
Bay City	29,720	251
Bradenton	29,638	252
Jackson, Mich.	29,365	253
△ Michigan City - La Porte	29,218	254
Petersburg - Colonial Heights - Hopewell	29,125	255
Lynchburg	28,861	256
San Angelo	28,814	257
Lafayette - West Lafayette	28,420	258
△ Victoria	28,405	259
Kokomo	28,379	260
Alexandria, La.	28,372	261
Brownsville - Harlingen - San Benito	27,830	262
Sherman - Denison	27,518	263
Waco	27,215	264
Pueblo	27,056	265
△ Newark, Ohio	26,926	266
Muncie	26,842	267
△ Meridian	26,816	268
△ Jamestown	26,772	269
△ Sheboygan	26,667	270
Pascagoula - Moss Point	26,556	271
Midland	25,911	272
△ Santa Fe	25,717	273
Las Cruces	25,268	274
△ Hagerstown	25,141	275
△ Danville, Ill.	25,061	276
Panama City	24,946	277
Gadsden	24,746	278
Anniston	24,714	279
St. Joseph	24,633	280
△ Athens	24,477	281
Lawrence, Kans.	24,287	282
Williamsport	23,599	283
△ Marion	23,315	284
Burlington, N.C.	22,799	285
△ Cheyenne	22,668	286
Bloomington, Ind.	21,339	287
Enid	21,199	288
Texarkana	20,973	289
Lewiston - Auburn	20,910	290
Lawton	19,978	291
Vineland - Millville - Bridgeton	19,189	292
△ Jackson, Tenn.	18,484	293
△ Danville, Va.	17,292	294
Laredo	16,621	29
△ Quincy, Ill.	16,597	29
Pine Bluff	16,591	29
Kenosha	15,061	29
Elmira	14,079	29
△ Manitowoc - Two Rivers	12,704	30
Total Above Areas	**35,006,913**	
Percent of U.S.	**69.3118**	
U.S. Total	**50,506,393**	

WORTH WRITING S&MM FOR

To receive materials listed below, circle the appropriate numbers on the postcard and drop it in the mail. The Advertisers' Index on page D-27 shows where to find advertisements of many of the companies mentioned.

Marketing Information

1. *Baltimore—America's Best Kept Secret*, prepared by WJZ-TV, offers detailed marketing information on the SMSA, an analysis of growth trend, and a full discussion on Baltimore television coverage.

2. The Providence (RI) *Journal Bulletin* details how its research department provides help before, during, and after testing, and how you can target your advertising preprint to special demographic groups.

3. A booklet ranking the top 20 U.S. markets by household, population, merchandise line sales, newspaper circulation, and more is available in the Cleveland (OH) *Plain Dealer*'s fourth annual report.

4. The Seattle (WA) *Times* sends *Market Research Report 79-80*, detailing the demographics for Washington state and Seattle from a sales viewpoint.

5. *Picture Denver*, a market book from the Denver (CO) *Post*, profiles Colorado industry, ranks retail sales, analyzes local media, and gives an overview of the market area.

6. *Gannett Michigan, A New Top 50 Market*, a brochure from Gannett Michigan Newspapers, profiles and positions three Gannett markets as one superbuy.

7. *Columbus, Ohio—We're Working on our Second Million* contains the latest market facts and details buying and spending power in one of the Midwest's fastest-growing markets, from the Columbus *Dispatch/Citizen Journal*.

8. *Suncoast 80*, the annual market-growth report from the St. Petersburg (FL) *Times & Evening Independent*, provides a comprehensive picture of the people, money, and sales in its six-county market area.

9. *Spokane, Primary Newspaper Market in the Pacific Northwest* shows the sales potential and coverage of its market with emphasis on food and automotive activities, from the *Spokesman-Review* and *Daily Chronicle* (WA).

10. A booklet from the South Bend (IN) *Tribune* gives demographic information on 10-year trends, media coverage, distribution, testing, total and target marketing, and area employment.

11. The Bergen (NJ) *Record* offers a market profile of Bergen County and compares circulation coverage of all newspapers in this marketplace.

12. *Target Marketing*, a brochure describing a specialized method of pinpointing your market group with as few as 25,000 preprinted inserts, is available from the Milwaukee (WI) *Journal*.

(continued on next page)

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37	38	39	40	41	42	43	44	45	46	47	48
49	50	51	52	53							

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Title

Company

Address Phone

City State Zip

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49 50 51 52 53

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WORTH WRITING S&MM FOR

(continued)

13. *Marketing Manual and Test Data*, from the Portland *Oregonian* and Oregon *Journal*, is designed to assist in the planning of a test market operation for grocery, drug, and hardware products in the Portland market.

14. The Altoona (PA) *Mirror* profiles coverages and demographics in its nearly isolated market representing almost $500 million of total retail sales.

15. The Newark (NJ) *Star-Ledger* provides a market file showing how use of its penetration in the Greater New Jersey market can increase sales.

16. *A Telling Look at America's Most Used Test Markets*, from the Erie (PA) *Times-News*, includes an analysis of deviation factors in national population, income, and retail sales profiles, and has an appraisal of ADI and SMSA coverage by all media.

17. *A Look at Peoria*, from the Peoria (IL) *Journal-Star*, contains 38 pages of comprehensive statistical data, maps, and general background information on the Peoria SMSA.

18. *Orlando Market and Media*, a comprehensive market study from the Orlando (FL) *Sentinel-Star*, covers data on market growth, population, household, real estate, business potential, and newspaper readership.

19. *Consumer Profile Analysis*, a market study from the Akron (OH) *Beacon Journal*, includes store-preference, shopping patterns, readership, and demographics.

20. *Through the Looking Glass*, a comprehensive guide from the Washington (DC) *Post*, explores the diversity and vitality of the Washington marketplace and includes data on merchandise line sales.

21. *San Diego and Southern California 1980 Travel Market*, a booklet from the San Diego (CA) *Union-Tribune*, gives an overview of the current travel market, its future growth potential, economic profile, and media coverage.

22. The Fargo (ND) *Forum* has a general market kit that details demographics and merchandise line sales, plus special advertising opportunities, circulation coverage, rates, and requirements in its two-county market area.

23. *Market Profile*, from the Oakland (CA) *Tribune*, provides complete demographics, duplication analysis, retail sales, EBI, and an audience analysis.

24. *Inside Phoenix 1980*, from the Phoenix (AZ) *Republic Gazette*, studies the changes in metro Phoenix's demographics and retail sales and explores Phoenix's viability as a test market.

25. A booklet from the Rocky Mountain *News* (CO) gives a demographic profile of population, income, and employment, and lists major companies and shopping centers in metro Denver.

26. The Virginian *Pilot Ledger Star* offers a comprehensive marketing kit showing how to test new products without taking a chance on the market.

WORTH WRITING S&MM FOR

27. *The Super Market*, a booklet from the Minneapolis (MN) *Star/Tribune*, provides information about demographics, market data, and research results in the Minneapolis–St. Paul food market.

28. *Indianapolis Shopping Center Guide* includes detailed listings of every Indianapolis shopping center with at least 50,000 sq. ft. of selling space from the Indianapolis (IN) *Star News*.

29. For marketing objectives that include using preprints in Michigan, Booth Newspapers has a program specifying how one placement in its eight papers can reach nearly 600,000 households in outstate Michigan.

30. A market profile from the Biloxi–Gulfport (MS) *Daily Herald* and South Mississippi *Sun*, contains demographic information and compares retail sales, by categories, with other metro areas.

31. *Make a Little Media Magic*, a brochure from the Long Beach (CA) *Independent Press Telegram*, reveals market facts and demographics of 18 contiguous cities, called Long Beach UNcounty.

32. *El Paso: the Sunbelt's Sun City*, a general overview of El Paso, southern New Mexico, and west Texas, from the El Paso *Times* and *Herald-Post*, includes demographics and retail sales by county.

33. A booklet describing easy handling of manufacturers' co-op advertising programs in more than 30 Minnesota, North Dakota, and Wisconsin daily newspapers is available from Northwest Dailies.

34. WCIA-TV and WMBD-TV offer a brochure describing the area between Chicago, St. Louis, and Indianapolis, including a grocery store product usage and brand popularity survey among consumers in that area.

35. The *1980 Albany Circulation Report*, published by Capital *Newspaper* (NY) provides circulation data by county for each of the daily and Sunday newspapers in both the SMSA and ADA.

36. The Cedar Rapids (IA) *Gazette* offers a complete market profile of metro Linn County and the 16 counties of eastern Iowa, containing information on age, income levels, occupations, and sales figures in the various categories.

37. The Benton Harbor/St. Joseph (MI) *Herald Palladium* offers an updated general market brochure detailing market demographics, merchandise sales, circulation coverage, and related miscellany.

38. Fort Wayne Newspapers, Inc., (IN) offers a general market book that gives a complete demographic analysis of its 15-county market area.

39. The Honolulu (HA) *Advertiser* and the *Star Bulletin* offer an 8-page brochure showing penetration by home delivery and street sales for the city and county of Honolulu, Hawaii's major market area.

(continued on next page)

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Clinton, Iowa 52735

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49	50	51	52	53							

Name

Title

Company

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City State Zip

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Place
Stamp
Here

WORTH WRITING
S&MM FOR

7/28/80
do not use after
10/28/80

Please send me the items circled below:

1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	32	33	34	35	36
37	38	39	40	41	42	43	44	45	46	47	48
49	50	51	52	53							

Name

Title

Company

Address Phone

City State Zip

I am presently a subscriber A ☐ Yes B ☐ No ☐C

WORTH WRITING S&MM FOR

(continued)

40. Helpful information for selling more products cooperatively in newspapers through Newspaper Advertising Cooperative Network (NACON).

41. The Pittsburgh (PA) Press *Post-Gazette* details its accurate, low-cost method of product testing in its controlled urban market.

42. A brochure from the Chicago *Tribune* outlines the problems that exist in co-op advertising and tells how to use co-op as an effective sales tool in the Chicago market.

43. A market report on shopping trends for the past two years in the Northwest area, including share of market, chief shoppers, in many product areas is offered from Fisher Broadcasting, Inc.

44. A market data packet from the Bellevue (WA) *Journal American* gives demographics on grocery sales, retail sales, and the newspaper's circulation in Bellevue and the surrounding area.

45. *Southern Market Information* is available from *Southern Living*'s market research department, and offers a variety of data on the Southern region, Southerners, and subscribers.

Audiovisual information

46. Dukane illustrates how its totally automatic, fast-action, advance or rewind, self-contained cassette AV-matic sound filmstrip projector makes presentations work for you.

47. *Successful Ways to Increase Sales and Productivity with Audiovisual Programs That Mean Business*, a fully illustrated booklet including case histories, is available from Singer.

48. Panasonic illustrates how its VHS video system enables you to give a sales presentation or demonstrate complicated techniques to audiences miles away—without leaving your chair.

49. *Business Films Make Business Sense*, a brochure from Eastman Kodak, explains how business films can help you sell products, train staff members, and solve your product demonstration problems.

50. Information about using audiovisuals to sell at point of purchase is available from Fairchild Industrial Products.

Premium/Incentive information

51. A brochure from Toshiba illustrates its variety of electronic calculators, specially designed for everyday use, with a wide range of applications, from lightweight, pocketable to desk top calculators.

52. Minolta Corp. will send details on its Weathermatic-A, the world's first watertight, 110-cartridge, film-loading camera, for your next premium/incentive program.

53. The *Mini-Catalogue*, from Bulova Watch Co., illustrates its 1980 line of watches and clocks for your incentive or award program.

Data in this *Survey of Buying Power* are organized into four sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Section C

METRO AREA, COUNTY, CITY DATA LISTED BY STATES

Population

Retail Sales

S&MM ESTIMATES			POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979				
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								

Effective Buying Income

S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1979						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	

Caution on Retail Sales Estimates

Retail sales estimates in the 1980 *Survey* are not directly comparable with those in previous *Surveys* for the following reasons: 1) Benchmark data and growth rates for retail store types and geographical areas were revised in line with the results of the *1977 Census of Retail Trade*. 2) Sales and other taxes, as well as carrying charges and other charges for credit, are no longer included. Readers who want to compare growth rates of store types or geographical areas should use the *1977 Census of Retail Trade* as the base period. The *1980 Survey of Buying Power* Data Service will include *1977 Census of Retail Trade* data.

Alabama C-6
Alaska C-10
Arizona C-11
Arkansas C-12
California C-17
Colorado C-37
Connecticut C-41
Delaware C-44
District of Columbia C-46
Florida C-48
Georgia C-61
Hawaii C-66
Idaho C-66
Illinois C-68
Indiana C-77
Iowa C-84
Kansas C-88
Kentucky C-91
Louisiana C-95
Maine C-99
Maryland C-100
Massachusetts C-102
Michigan C-107
Minnesota C-116
Mississippi C-121
Missouri C-123
Montana C-128
Nebraska C-130
Nevada C-133
New Hampshire C-135
New Jersey C-135
New Mexico C-140
New York C-142
North Carolina C-150
North Dakota C-157
Ohio C-158
Oklahoma C-167
Oregon C-170
Pennsylvania C-173
Rhode Island C-182
South Carolina C-183
South Dakota C-186
Tennessee C-188
Texas C-192
Utah C-206
Vermont C-207
Virginia C-208
Washington C-213
West Virginia C-219
Wisconsin C-222
Wyoming C-227

Notes:

All counties are included in *Sales & Marketing Management's 1980 Survey of Buying Power*.

Cities are included if they meet the following criteria:

- Population of 40,000 or more at the time of the 1970 Census of Population
- Central city of a metropolitan market
- Independent city (that is, not within a county).

"Total Metro Counties" line, appearing at the end of each state listing, ertains only to metropolitan counties within the state.

The following symbols are used as indicated:

∆ Potential metropolitan area according to S&MM's definition

☐ County within a metropolitan area whose central cities are in another state

● Central city of a metropolitan area

Blank space in Retail Store columns indicates zero sales.

Boldface lines are metropolitan area and state totals.

Mediumface lines are county and suburban data.

Lightface lines are city data.

Italicized lines indicate metropolitan counties and central cities located in another state.

Alphabetical listing of S&MM's 300 metropolitan markets

The 300 Sales & Marketing Management metropolitan markets (see "Definition of Terms" at the end of Section A for definition of criteria) are listed here in alphabetical order. Although the markets appear in alphabetical order in their respective states on the following pages, the complete list is presented here for the convenience of the many readers who use worksheets that list all 300 markets.

S&MM's metro markets, with the exception of New England, follow the classification of Standard Metropolitan Statistical Areas (SMSAs) as designated by the Office of Federal Statistical Policy and Standards (OFSPS), U.S. Dept. of Commerce. Whereas OFSPS uses cities and towns to define New England metros, S&MM uses counties because, first, more data are available on that basis, and second, marketing executives, in general, use the county unit to design sales territories.

OFSPS recently published new criteria that will be used to designate and define metro areas when appropriate data from the 1980 Census are available. This is expected to result in the creation of a considerable number of new markets, some of which are now parts of larger ones, as well as in numerous changes in the county makeup of existing markets, especially the removal of outlying, low-density units.

While most of the changes will not be made before 1982, the official designation of new areas outside of current SMSAs is expected to take place during the coming year, following the release of basic population counts from the census. A majority of S&MM's potential metros will probably be included, along with other areas which will qualify under the new criteria. The markets listed here qualify under presently used criteria. When preliminary data from the 1980 census are available, S&MM will reevaluate its potential metros in line with the new criteria.

Cautionary Note: Eight metro markets, whose central cities are in two different states, are listed in each of their component states. If these markets are used when data from several markets are combined to compute an overall market total, the user should be sure that these particular eight markets are not double-counted. The eight markets and their host states: Clarksville-Hopkinsville, TN-KY; Davenport-Rock Island-Moline, IA-IL; Duluth-Superior, MN-WI; Fargo-Moorhead, ND-MN; Huntington-Ashland, WV-KY; Parkersburg-Marietta, WV-OH; Steubenville-Weirton, OH-WV; and Texarkana, TX-AR.

The area name appears in boldface type, component counties in lightface type.

Abilene, TX — Callahan, Jones, Taylor*

Akron, OH — Portage, Summit*

Albany, GA — Dougherty*, Lee

Albany - Schenectady - Troy, NY — Albany*, Montgomery, Rensselaer*, Saratoga, Schenectady*

Albuquerque, NM — Bernalillo*, Sandoval

Alexandria, LA — Grant, Rapides*

Allentown - Bethlehem - Easton, PA —
New Jersey Portion — Warren
Pennsylvania Portion — Carbon, Lehigh*, Northampton*

Altoona, PA — Blair

Amarillo, TX — Potter*, Randall

Anaheim - Santa Ana - Garden Grove, CA — Orange

Anchorage, AK — Anchorage

Anderson, IN — Madison

∆ **Anderson, SC** — Anderson

Ann Arbor, MI — Washtenaw

Anniston, AL — Calhoun

Appleton - Oshkosh, WI — Calumet, Outagamie*, Winnebago*

Asbury Park, NJ (See Long Branch - Asbury Park)

Asheville, NC — Buncombe*, Madison

Ashland, KY (See Huntington - Ashland)

∆ **Athens, GA** — Clarke*, Madison, Oconee, Oglethorp

Atlanta, GA — Butts, Cherokee, Clayton, Cobb, De Kalb, Douglas, Fayette, Forsyth, Fulton*, Gwinnett, Henry, Newton, Paulding, Rockdale, Walton

Atlantic City, NJ — Atlan

Auburn, ME (See Lewisto Auburn)

Augusta, GA —
Georgia Portion — Columbia, Richmond*
South Carolina Portion — Aiken

Austin, TX — Hays, Trav Williamson*

∆ A potential metro area as defined by S&MM.

*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. The central city of a one-county market will be located in that county.

- **ersfield, CA** — Kern
- **timore, MD** — Anne Arun- el, Baltimore, Baltimore ity*, Carroll, Harford, oward
- **ngor, ME** — Penobscot
- **ton Rouge, LA** — Ascen- sion, East Baton Rouge*, ivingston, West Baton ouge
- **ttle Creek, MI** — Barry, Calhoun*
- **ay City, MI** — Bay
- **eaumont - Port Arthur - Orange, TX** — Hardin, Jefferson*, Orange*
- **eloit, WI** (See Janesville - Beloit)
- **enton Harbor - St. Joseph, MI** — Berrien*, Cass
- **ethlehem, PA** (See Allentown - Bethlehem - Easton)
- **Billings, MT** — Yellowstone
- **Biloxi - Gulfport, MS** — Hancock, Harrison*, Stone
- **Binghamton, NY** —
  - **New York Portion** — Broome*, Tioga
  - **Pennsylvania Portion** — Susquehanna
- **Birmingham, AL** — Jefferson*, St. Clair, Shelby, Walker
- **Bismarck, ND** — Burleigh*, Morton
- **Bloomington, IN** — Monroe
- **Bloomington - Normal, IL** — McLean
- **Boca Raton, FL** (See West Palm Beach - Boca Raton)
- **Boise, ID** — Ada
- **Boston - Lowell - Brockton - Lawrence-Haverhill, MA** —
  - **Massachusetts Portion** — Essex*, Middlesex*, Norfolk, Plymouth*, Suffolk*
  - **New Hampshire Portion** — Rockingham
- **Boulder, CO** (See Denver - Boulder)
- **Bradenton, FL** — Manatee
- Δ **Bremerton, WA** — Kitsap
- **Bridgeport - Stamford - Norwalk - Danbury, CT** — Fairfield
- **Bridgeton, NJ** (See Vineland - Millville - Bridgeton)
- **Bristol, CT** (See Hartford - New Britain - Bristol)
- **Bristol, TN** (See Johnson City - Kingsport - Bristol)
- **Brockton, MA** (See Boston - Lowell - Brockton - Lawrence - Haverhill)
- **rownsville - Harlingen - San Benito, TX** — Cameron
- **ryan - College Station, TX** — Brazos
- **uffalo, NY** — Erie*, Niagara
- **urlington, NC** — Alamance
- **urlington, VT** — Chittenden
- **anton, OH** — Carroll, Stark*
- **ape Coral, FL** — (See Fort Myers - Cape Coral)
- **edar Falls, IA** (See Waterloo - Cedar Falls)
- **edar Rapids, IA** — Linn
- **hampaign - Urbana - Rantoul, IL** — Champaign
- **Charleston - North Charleston, SC** — Berkeley, Charleston*, Dorchester
- **Charleston, WV** — Kanawha*, Putnam
- **Charlotte - Gastonia, NC** — Gaston*, Mecklenburg*, Union
- **Chattanooga, TN** —
  - **Georgia Portion** — Catoosa, Dade, Walker
  - **Tennessee Portion** — Hamilton*, Marion, Sequatchie
- Δ **Cheyenne, WY** — Laramie
- **Chicago, IL** — Cook*, DuPage, Kane, Lake, McHenry, Will
- **Chicago - Gary Consolidated Area** — Metro Areas: Chicago, Gary - Hammond - East Chicago
- **Chicopee, MA** (See Springfield - Chicopee - Holyoke)
- **Cincinnati, OH** —
  - **Indiana Portion** — Dearborn
  - **Kentucky Portion** — Boone, Campbell, Kenton
  - **Ohio Portion** — Clermont, Hamilton*, Warren
- **Cincinnati - Hamilton Consolidated Area** — Metro Areas: Cincinnati, Hamilton - Middletown
- **Clarksville - Hopkinsville, TN - KY** —
  - **Kentucky Portion** — Christian*
  - **Tennessee Portion** — Montgomery*
- **Cleveland, OH** — Cuyahoga*, Geauga, Lake, Medina
- **Cleveland - Akron - Lorain Consolidated Area** — Metro Areas: Cleveland, Akron, Lorain - Elyria
- **Clifton, NJ** (See Paterson - Clifton - Passaic)
- **Cocoa, FL** (See Melbourne - Titusville - Cocoa)
- **College Station, TX** (See Bryan - College Station)
- **Colonial Heights, VA** (See Petersburg - Colonial Heights - Hopewell)
- **Colorado Springs, CO** — El Paso*, Teller
- **Columbia, MO** — Boone
- **Columbia, SC** — Lexington, Richland*
- **Columbus, GA** —
  - **Alabama Portion** — Russell
  - **Georgia Portion** — Chattahoochee, Columbus*
- **Columbus, OH** — Delaware, Fairfield, Franklin*, Madison, Pickaway
- **Concord, NC** (See Kannapolis - Concord - Salisbury)
- **Corpus Christi, TX** — Nueces*, San Patricio
- **Dallas - Fort Worth, TX** — Collin, Dallas*, Denton, Ellis, Hood, Johnson, Kaufman, Parker, Rockwall, Tarrant*, Wise
- **Danbury, CT** (See Bridgeport - Stamford - Norwalk - Danbury)
- Δ **Danville, IL** — Vermilion
- Δ **Danville, VA** — Danville*, Pittsylvania
- **Davenport - Rock Island - Moline, IA - IL** —
  - **Illinois Portion** — Henry, Rock Island
  - **Iowa Portion** — Scott*
- **Dayton, OH** — Greene, Miami, Montgomery*, Preble
- **Daytona Beach, FL** — Volusia
- **Decatur, IL** — Macon
- **Denison, TX** (See Sherman - Denison)
- **Denver - Boulder, CO** — Adams, Arapahoe, Boulder*, Denver*, Douglas, Gilpin, Jefferson
- **Des Moines, IA** — Polk*, Warren
- **Detroit, MI** — Lapeer, Livingston, Macomb, Oakland, St. Clair, Wayne*
- **Detroit - Ann Arbor Consolidated Area** — Metro Areas: Detroit, Ann Arbor
- **Dubuque, IA** — Dubuque
- **Duluth - Superior, MN - WI**
  - **Minnesota Portion** — St. Louis*
  - **Wisconsin Portion** — Douglas*
- **Durham, NC** (See Raleigh - Durham)
- **East Chicago, IN** (See Gary - Hammond - East Chicago)
- **East Lansing, MI** (See Lansing - East Lansing)
- **Easton, PA** (See Allentown - Bethlehem - Easton)
- **Eau Claire, WI** — Chippewa, Eau Claire*
- **Edinburg, TX** (See McAllen - Pharr - Edinburg)
- **Elkhart, IN** — Elkhart
- **Elmira, NY** — Chemung
- **El Paso, TX** — El Paso
- **Elyria, OH** (See Lorain - Elyria)
- **Enid, OK** — Garfield
- **Erie, PA** — Erie
- **Eugene - Springfield, OR** — Lane
- **Evansville, IN** —
  - **Indiana Portion** — Gibson, Posey, Vanderburgh*, Warrick
  - **Kentucky Portion** — Henderson
- **Everett, WA** (See Seattle - Everett)
- **Fairfield, CA** (See Vallejo - Fairfield - Napa)
- **Fall River, MA** (See New Bedford - Fall River - Taunton)
- **Fargo - Moorhead, ND - MN** —
  - **Minnesota Portion** — Clay*
  - **North Dakota Portion** — Cass*
- **Fayetteville, NC** — Cumberland
- **Fayetteville - Springdale, AR** — Benton, Washington*
- **Fitchburg, MA** (See Worcester - Fitchburg - Leominster)
- **Flint, MI** — Genesee*, Shiawassee
- **Florence, AL** — Colbert, Lauderdale*
- **Fort Collins, CO** — Larimer
- **Fort Lauderdale - Hollywood, FL** — Broward
- **Fort Myers - Cape Coral, FL** — Lee
- **Fort Smith, AR** —
  - **Arkansas Portion** — Crawford, Sebastian*
  - **Oklahoma Portion** — Le Flore, Sequoyah
- **Fort Wayne, IN** — Adams, Allen*, De Kalb, Wells
- **Fort Worth, TX** (See Dallas - Fort Worth)
- **Fresno, CA** — Fresno
- **Gadsden, AL** — Etowah
- **Gainesville, FL** — Alachua
- **Galveston - Texas City, TX** — Galveston
- **Garden Grove, CA** (See Anaheim - Santa Ana - Garden Grove)
- **Gary - Hammond - East Chicago, IN** — Lake*, Porter
- **Gastonia, NC** (See Charlotte - Gastonia)
- **Grand Forks, ND** —
  - **Minnesota Portion** — Polk
  - **North Dakota Portion** — Grand Forks*
- **Grand Rapids, MI** — Kent*, Ottawa
- **Great Falls, MT** — Cascade
- **Greeley, CO** — Weld
- **Green Bay, WI** — Brown
- **Greensboro - Winston-Salem - High Point, NC** — Davidson, Forsyth*, Guilford*, Randolph, Stokes, Yadkin
- **Greenville - Spartanburg, SC** — Greenville*, Pickens, Spartanburg*
- **Gulfport, MS** (See Biloxi - Gulfport)
- Δ **Hagerstown, MD** — Washington
- **Hamilton - Middletown, OH** — Butler
- **Hammond, IN** (See Gary - Hammond - East Chicago)
- **Hampton, VA** (See Newport News - Hampton)
- **Harlingen, TX** (See Brownsville - Harlingen - San Benito)
- **Harrisburg, PA** — Cumberland, Dauphin*, Perry
- **Hartford - New Britain - Bristol, CT** — Hartford*, Middlesex, Tolland
- Δ **Hattiesburg, MS** — Forrest*, Lamar
- **Haverhill, MA** (See Boston - Lowell - Brockton - Lawrence - Haverhill)
- **Hazleton, PA** (See Northeast Pennsylvania)
- **High Point, NC** (See Greensboro - Winston-Salem - High Point)
- **Hollywood, FL** (See Fort Lauderdale - Hollywood)
- **Holyoke, MA** (See Springfield - Chicopee - Holyoke)
- **Honolulu, HA** — Honolulu
- **Hopewell, VA** (See Petersburg - Colonial Heights - Hopewell)
- **Hopkinsville, TN** (See Clarksville - Hopkinsville)
- **Houston, TX** — Brazoria, Fort Bend, Harris*, Liberty, Montgomery, Waller

Houston - Galveston Consolidated Area — Metro Areas: Houston, Galveston - Texas City

Huntington - Ashland, WV - KY —
Kentucky Portion — Boyd*, Greenup
Ohio Portion — Lawrence
West Virginia Portion — Cabell*, Wayne

Huntsville, AL — Limestone, Madison*, Marshall

Indianapolis, IN — Boone, Hamilton, Hancock, Hendricks, Johnson, Marion*, Morgan, Shelby

Iowa City, IA — Johnson

Jackson, MI — Jackson

Jackson, MS — Hinds*, Rankin

Δ **Jackson, TN** — Madison

Jacksonville, FL — Baker, Clay, Duval*, Nassau, St. Johns

Δ **Jamestown, NY** — Chautauqua

Janesville - Beloit, WI — Rock

Jersey City, NJ — Hudson

Johnson City - Kingsport - Bristol, TN —
Tennessee Portion — Carter, Hawkins, Sullivan*, Unicoi, Washington*
Virginia Portion — Bristol, Scott, Washington

Johnstown, PA — Cambria*, Somerset

Δ **Joplin, MO** — Jasper*, Newton

Kalamazoo - Portage, MI — Kalamazoo*, Van Buren

Kankakee, IL — Kankakee

Δ **Kannapolis - Concord - Salisbury, NC** — Cabarrus*, Rowan*

Kansas City, MO —
Kansas Portion — Johnson, Wyandotte
Missouri Portion — Cass, Clay, Jackson*, Platte, Ray

Kennewick, WA (See Richland — Kennewick — Pasco)

Kenosha, WI — Kenosha

Killeen - Temple, TX — Bell*, Coryell

Kingsport, TN (See Johnson City - Kingsport - Bristol)

Knoxville, TN — Anderson, Blount, Knox*, Union

Kokomo, IN — Howard*, Tipton

La Crosse WI — La Crosse

Lafayette, LA — Lafayette

Lafayette - West Lafayette, IN — Tippecanoe

Lake Charles, LA — Calcasieu

Lakeland - Winter Haven, FL — Polk

Lancaster, PA — Lancaster

Lansing - East Lansing, MI — Clinton, Eaton, Ingham*, Ionia

La Porte, IN (See Michigan City - La Porte)

Laredo, TX — Webb

Las Cruces, NM — Dona Ana

Las Vegas, NV — Clark

Lawrence, KS — Douglas

Lawrence, MA (See Boston - Lowell - Brockton - Lawrence - Haverhill)

Lawton, OK — Comanche

Leominster, MA (See Worcester - Fitchburg - Leominster)

Lewiston - Auburn, ME — Androscoggin

Lexington - Fayette, KY — Bourbon, Clark, Fayette*, Jessamine, Scott, Woodford

Lima, OH — Allen*, Auglaize, Putnam, VanWert

Lincoln, NB — Lancaster

Little Rock - North Little Rock, AR — Pulaski*, Saline

Lompoc, CA (See Santa Barbara - Santa Maria - Lompoc)

Long Beach, CA (See Los Angeles - Long Beach)

Long Branch - Asbury Park, NJ — Monmouth

Longview - Marshall, TX — Gregg*, Harrison*

Lorain - Elyria, OH — Lorain

Los Angeles - Long Beach, CA — Los Angeles

Los Angeles - Long Beach - Anaheim Consolidated Area — Metro Areas: Los Angeles - Long Beach, Anaheim - Santa Ana - Garden Grove, Oxnard - Simi Valley - Ventura, Riverside - San Bernardino - Ontario

Louisville, KY —
Indiana Portion — Clark, Floyd
Kentucky Portion — Bullitt, Jefferson*, Oldham

Lowell, MA (See Boston - Lowell - Brockton - Lawrence - Haverhill)

Lubbock, TX — Lubbock

Lynchburg, VA — Amherst, Appomattox, Campbell, Lynchburg*

McAllen - Pharr - Edinburg, TX — Hidalgo

Macon, GA — Bibb*, Houston, Jones, Twiggs

Madison, WI — Dane

Manchester - Nashua, NH — Hillsborough

Δ **Manitowoc - Two Rivers, WI** — Manitowoc

Mansfield, OH — Richland

Marietta, OH (See Parkersburg - Marietta)

Δ **Marion, IN** — Grant

Marshall, TX (See Longview - Marshall)

Melbourne - Titusville - Cocoa, FL — Brevard

Memphis, TN —
Arkansas Portion — Crittenden
Mississippi Portion — DeSoto
Tennessee Portion — Shelby*, Tipton

Meriden, CT (See New Haven - West Haven - Waterbury - Meriden)

Δ **Meridian, MS** — Lauderdale

Miami, FL — Dade

Miami - Fort Lauderdale Consolidated Area — Metro Areas: Miami, Fort Lauderdale - Hollywood

Δ **Michigan City - La Porte, IN** — La Porte

Middletown, NY (See Newburgh - Middletown)

Middletown, OH (See Hamilton - Middletown)

Midland, TX — Midland

Millville, NJ (See Vineland - Millville - Bridgeton)

Milwaukee, WI — Milwaukee*, Ozaukee, Washington, Waukesha

Milwaukee - Racine Consolidated Area — Metro Areas: Milwaukee, Racine

Minneapolis - St. Paul, MN —
Minnesota Portion — Anoka, Carver, Chisago, Dakota, Hennepin*, Ramsey*, Scott, Washington, Wright
Wisconsin Portion — St. Croix

Δ **Missoula, MT** — Missoula

Mobile, AL — Baldwin, Mobile

Modesto, CA — Stanislaus

Moline, IL (See Davenport - Rock Island - Moline)

Monroe, LA — Ouachita

Monterey, CA (See Salinas - Seaside - Monterey)

Montgomery, AL — Autauga, Elmore, Montgomery

Moorhead, MN (See Fargo - Moorhead)

Moss Point, MS (See Pascagoula - Moss Point)

Muncie, IN — Delaware

Muskegon - Norton Shores - Muskegon Heights, MI — Muskegon*, Oceana

Napa, CA (See Vallejo - Fairfield - Napa)

Nashua, NH (See Manchester - Nashua)

Nashville - Davidson, TN — Cheatham, Davidson*, Dickson, Robertson, Rutherford, Sumner, Williamson, Wilson

Nassau - Suffolk, NY — Nassau, Suffolk (no central city)

Newark, NJ — Essex*, Morris, Somerset, Union

Δ **Newark, OH** — Licking

New Bedford - Fall River, MA — Bristol

New Britain, CT (See Hartford - New Britain - Bristol)

New Brunswick - Perth Amboy - Sayreville, NJ — Middlesex

Δ **Newburgh - Middletown, NY** — Orange

New Haven - West Haven - Meriden, CT — New Haven

New London - Norwich, CT — New London

New Orleans, LA — Jefferson, Orleans*, St. Bernard, St. Tammany

Newport News - Hampton, VA — Gloucester, Hampton*, James City, Newport News*, Poquoson, Williamsburg, York

New York, NY —
New Jersey Portion — Bergen
New York Portion — Bronx*, Kings*, New York*, Putnam, Queens*, Richmond*, Rockland, Westchester

New York - Newark - Jersey City - Bridgeport Consolidated Area — Metro Areas: New York, Newark (NJ, Jersey City, Bridgeport - Stamford - Norwalk - Danbury, Long Branch - Asbury Park, Nassau - Suffolk, New Brunswick - Perth Amboy - Sayreville, Paterson - Clifton - Passaic

Norfolk - Virginia Beach - Portsmouth, VA —
North Carolina Portion — Currituck
Virginia Portion — Chesapeake, Norfolk*, Portsmouth*, Suffolk, Virginia Beach*

Normal, IL (See Bloomington - Normal)

North Charleston, SC (See Charleston - North Charleston

North Little Rock, AR (See Little Rock - North Little Rock

Northeast Pennsylvania — Lackawanna*, Luzerne*, Monroe

Norton Shores, MI (See Muskegon - Norton Shores - Muskegon Heights)

Norwalk, CT (See Bridgeport - Stamford - Norwalk - Danbury)

Norwich, CT (See New London - Norwich)

Oakland, CA — (See San Francisco - Oakland)

Odessa, TX — Ector

Ogden UT (See Salt Lake City - Ogden)

Oklahoma City, OK — Canadian, Cleveland, McClain, Oklahoma*, Pottawatomie

Δ **Olympia, WA** — Thurston

Omaha, NB —
Iowa Portion — Pottawatamie
Nebraska Portion — Douglas*, Sarpy

Ontario, CA (See Riverside - San Bernardino - Ontario)

Orange, TX (See Beaumont - Port Arthur - Orange)

Orem, UT (See Provo - Orem)

Orlando, FL — Orange*, Osceola, Seminole

Oshkosh, WI (See Appleton - Oshkosh)

Owensboro, KY — Daviess

Oxnard - Simi Valley - Ventura, CA — Ventura

Panama City, FL — Bay

Parkersburg - Marietta, WV - OH —
Ohio Portion — Washington
West Virginia Portion — Wirt, Wood*

Δ A potential metro area as defined by S&MM.

*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. The central city of a one-county market will be located in that county.

- **Pa agoula - Moss Point, MS** — ckson
- **Pa co, WA** (See Richland - nnewick - Pasco)
- **Pa erson - Clifton - Passaic, J** — Passaic
- **P vtucket, RI** (See Provi- nce - Warwick - Pawtucket)
- **P nsacola, FL** — Escambia*, anta Rosa
- **P ria, IL** — Peoria*, azewell, Woodford
- **P rth Amboy, NJ** (See New runswick - Perth Amboy - ayreville)
- **P tersburg - Colonial leights - Hopewell, VA** — olonial Heights*, Dinwiddie, lopewell*, Petersburg*, Prince George
- **Pharr, TX** (See McAllen - Pharr - Edinburg)
- **Philadelphia, PA** —
  - **New Jersey Portion** — Burlington, Camden, Gloucester
  - **Pennsylvania Portion** — Bucks, Chester, Delaware, Montgomery, Philadelphia*
- **Philadelphia - Wilmington - Trenton Consolidated Area** — Metro Areas: Philadelphia, Wilmington (DE), Trenton
- **Phoenix, AZ** — Maricopa
- **Pine Bluff, AR** — Jefferson
- **Pittsburgh, PA** — Allegheny*, Beaver, Washington, Westmoreland
- **Pittsfield, MA** — Berkshire*
- **Pocatello, ID** — Bannock*, Power
- **Portage, MI** (See Kalamazoo - Portage)
- **Port Arthur, TX** (See Beaumont - Port Arthur - Orange)
- **Portland, ME** — Cumberland*, Sagadahoc
- **Portland, OR** —
  - **Oregon Portion** — Clackamas, Multnomah*, Washington
  - **Washington Portion** — Clark
- **Portsmouth, VA** (See Norfolk - Virginia Beach - Portsmouth)
- **Poughkeepsie, NY** — Duchess
- **Providence - Warwick - Pawtucket, RI** — Bristol, Kent*, Providence*, Washington
- **Provo - Orem, UT** — Utah
- **Pueblo, CO** — Pueblo
- **uincy, IL** — Adams
- **acine, WI** — Racine
- **aleigh - Durham, NC** — Durham*, Orange, Wake*
- **antoul, IL** (See Champaign - Urbana - Rantoul)
- **apid City, SD** — Meade, Pennington
- **eading, PA** — Berks
- **eno, NV** — Washoe
- **ichland - Kennewick - Pasco, WA** — Benton*, Franklin*
- **ichmond, VA** — Charles City, Chesterfield, Goochland, anover, Henrico, New Kent, Powhatan, Richmond City*
- **iverside - San Bernardino - Ontario, CA** — Riverside*, San Bernardino*
- **Roanoke VA** — Botetourt, Craig, Roanoke, Roanoke City*, Salem
- **Rochester, MN** — Olmsted
- **Rochester, NY** — Livingston, Monroe*, Ontario, Orleans, Wayne
- **Rockford, IL** — Boone, Winnebago*
- **Rock Island, IL** (See Davenport - Rock Island - Moline)
- **Rome, NY** (See Utica - Rome)
- **Sacramento, CA** — Placer, Sacramento*, Yolo
- **Saginaw, MI** — Saginaw
- **St. Cloud, MN** — Benton, Sherburne, Stearns*
- **St. Joseph, MI** (See Benton Harbor - St. Joseph)
- **St. Joseph, MO** — Andrew, Buchanan*
- **St. Louis, MO** —
  - **Illinois Portion** — Clinton, Madison, Monroe, St. Clair
  - **Missouri Portion** — Franklin, Jefferson, St. Charles, St. Louis, St. Louis City*
- **St. Paul, MN** (See Minneapolis - St. Paul)
- **St. Petersburg, FL** (See Tampa - St. Petersburg)
- **Salem, OR** — Marion*, Polk
- **Salinas - Seaside - Monterey, CA** — Monterey
- **Salisbury, NC** (See Kannapolis - Concord - Salisbury)
- **Salt Lake City - Ogden, UT** — Davis, Salt Lake*, Tooele, Weber*
- **San Angelo, TX** — Tom Green
- **San Antonio, TX** — Bexar*, Comal, Guadalupe
- **San Benito, TX** (See Brownsville - Harlingen - San Benito)
- **San Bernardino, CA** (See Riverside - San Bernardino - Ontario)
- **San Diego, CA** — San Diego
- **San Francisco - Oakland, CA** — Alameda*, Contra Costa, Marin, San Francisco*, San Mateo
- **San Francisco - Oakland - San Jose Consolidated Area** — Metro Areas: San Francisco - Oakland, San Jose, Vallejo - Fairfield - Napa
- **San Jose, CA** — Santa Clara
- **Santa Ana, CA** (See Anaheim - Santa Ana - Garden Grove)
- **Santa Barbara - Santa Maria - Lompoc, CA** — Santa Barbara
- **Santa Cruz, CA** — Santa Cruz
- **Santa Fe, NM** — Santa Fe
- **Santa Maria, CA** (See Santa Barbara - Santa Maria - Lompoc)
- **Santa Rosa, CA** — Sonoma
- **Sarasota, FL** — Sarasota
- **Savannah, GA** — Bryan, Chatham*, Effingham
- **Sayreville, NJ** (See New Brunswick - Perth Amboy - Sayreville)
- **Schnectady, NY** (See Albany - Schenectady - Troy)
- **Scranton, PA** (See Northeast Pennsylvania)
- **Seaside, CA** (See Salinas - Seaside - Monterey)
- **Seattle - Everett, WA** — King*, Snohomish
- **Seattle - Tacoma Consolidated Area** — Metro Areas: Seattle - Everett, Tacoma
- **Sheboygan, WI** — Sheboygan
- **Sherman - Denison, TX**– Grayson
- **Shreveport, LA** — Bossier, Caddo*, Webster
- **Simi Valley, CA** (See Oxnard - Simi Valley - Ventura)
- **Sioux City, IA** —
  - **Iowa Portion** — Woodbury*
  - **Nebraska Portion** — Dakota
- **Sioux Falls, SD** — Minnehaha
- **South Bend, IN** — Marshall, St. Joseph*
- **Spartanburg, SC** (See Greenville - Spartanburg)
- **Spokane, WA** — Spokane
- **Springdale, AR** (See Fayetteville - Springdale)
- **Springfield, IL** — Menard, Sangamon*
- **Springfield, MO** — Christian, Greene*
- **Springfield, OH** — Champaign, Clark
- **Springfield, OR** (See Eugene - Springfield)
- **Springfield - Chicopee - Holyoke, MA** — Hampden*, Hampshire
- **Stamford, CT** (See Bridgeport - Stamford - Norwalk - Danbury)
- **Steubenville - Weirton, OH - WV** —
  - **Ohio Portion** — Jefferson*
  - **West Virginia Portion** — Brooke, Hancock*
- **Stockton, CA** — San Joaquin
- **Superior, WI** (See Duluth - Superior)
- **Syracuse, NY** — Madison, Onondaga*, Oswego
- **Tacoma, WA** — Pierce
- **Tallahassee, FL** — Leon*, Wakulia*
- **Tampa - St. Petersburg, FL** — Hillsborough*, Pasco, Pinellas*
- **Temple, TX** (See Killeen - Temple)
- **Terre Haute, IN** — Clay, Sullivan, Vermillion, Vigo*
- **Texarkana, TX - AR** —
  - **Arkansas Portion** — Little River, Miller*
  - **Texas Portion** — Bowie*
- **Texas City, TX** (See Galveston - Texas City)
- **Titusville, FL** (See Melbourne - Titusville - Cocoa)
- **Toledo, OH** —
  - **Michigan Portion** — Monroe
  - **Ohio Portion** — Fulton, Lucas*, Ottawa, Wood
- **Topeka, KS** — Jefferson, Osage, Shawnee*
- **Trenton, NJ** — Mercer
- **Troy, NY** (See Albany - Schenectacy - Troy)
- **Tucson, AZ** — Pima
- **Tulsa, OK** — Creek, Mays, Osage, Rogers, Tulsa*, Wagoner
- **Tuscaloosa, AL** — Tuscaloosa
- **Two Rivers, WI** (See Manitowoc - Two Rivers)
- **Tyler, TX** — Smith
- **Urbana, IL** (See Champaign - Urbana - Rantoul)
- **Utica - Rome, NY** — Herkimer, Oneida
- **Vallejo - Fairfield - Napa, CA** — Napa*, Solano
- **Ventura, CA** (See Oxnard - Simi Valley - Ventura)
- **Victoria, TX** — Victoria
- **Vineland - Millville - Bridgeton, NJ** — Cumberland
- **Virginia Beach, VA** (See Norfolk - Virginia Beach - Portsmouth)
- **Waco, TX** — McLennan
- **Warren, OH** (See Youngstown - Warren)
- **Warwick, RI** (See Providence - Warwick - Pawtucket)
- **Washington, DC** —
  - **District of Columbia Portion** — District of Columbia*
  - **Maryland Portion** — Charles, Montgomery, Prince Georges
  - **Virginia Portion** — Alexandria, Arlington, Fairfax, Fairfax City, Falls Church, Loudoun, Manassas, Manassas Park, Prince William
- **Waterbury, CT** (See New Haven - West Haven - Waterbury - Meriden)
- **Waterloo - Cedar Falls, IA** — Black Hawk
- **Wausau, WI** — Marathon
- **Weirton, OH** (See Steubenville - Weirton)
- **West Haven, CT** (See New Haven - West Haven - Waterbury - Meriden)
- **West Lafayette, IN** (See Lafayette - West Lafayette)
- **West Palm Beach - Boca Raton, FL** — Palm Beach
- **Wheeling, WV** —
  - **Ohio Portion** — Belmont
  - **West Virginia Portion** — Marshall, Ohio*
- **Wichita, KS** — Butler, Sedgwick
- **Wichita, Falls, TX** — Clay, Wichita*
- **Wilkes-Barre, PA** (See Northeast Pennsylvania)
- **Williamsport, PA** — Lycoming
- **Wilmington, DE** —
  - **Delaware Portion** — New Castle*
  - **Maryland Portion** — Cecil
  - **New Jersey Portion** — Salem
- **Wilmington, NC** — Brunswick, New Hanover*
- **Winston-Salem, NC** (See Greensboro - Winston - Salem - High Point)
- **Winter Haven, FL** (See Lakeland - Winter Haven)
- **Worcester - Fitchburg - Leominster, MA** — Worcester
- **Yakima, WA** — Yakima
- **York, PA** — Adams, York*
- **Youngstown - Warren, OH** — Mahoning*, Trumbull*

ALABAMA

ALA. ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROU 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ANNISTON	**119.8**	**.0541**	**27.8**	**17.8**	**15.4**	**15.9**	**23.0**	**40.4**	**413,926**	**103,122**	**32,760**	**49,982**	**19,219**	**90,911**	**12,5**
Calhoun	119.8	.0541	27.8	17.8	15.4	15.9	23.0	40.4	413,926	103,122	32,760	49,982	19,219	90,911	12,5
• Anniston	32.8	.0148	32.5	11.0	12.9	16.7	30.1	12.2	274,572	67,685	17,026	27,912	11,443	79,492	7,6
SUBURBAN TOTAL	87.0	.0393	26.4	20.4	16.4	15.6	20.4	28.2	139,354	35,437	15,734	22,070	7,776	11,419	4,8
BIRMINGHAM	**829.1**	**.3743**	**31.0**	**12.2**	**15.4**	**16.9**	**27.0**	**295.1**	**3,441,452**	**703,354**	**246,671**	**429,430**	**174,411**	**851,376**	**104,8**
Jefferson	662.6	.2991	31.4	12.2	15.3	17.0	27.5	237.5	2,961,660	573,093	225,140	409,989	156,988	716,280	88,4
• Birmingham	277.2	.1251	32.3	13.1	14.4	15.9	30.2	105.5	1,444,015	213,333	122,016	181,273	93,952	408,934	35,6
St. Clair	38.0	.0172	30.1	11.4	15.9	15.7	26.5	13.1	81,677	24,691	3,972	3,959	1,669	25,927	2,90
Shelby	60.5	.0273	27.9	13.7	18.0	17.1	20.2	20.1	163,771	51,689	7,506	4,408	5,560	37,542	5,6
Walker	68.0	.0307	31.4	11.4	14.9	15.7	29.0	24.4	234,344	53,881	10,053	11,074	10,194	71,627	7,82
SUBURBAN TOTAL	551.9	.2492	30.5	11.8	16.2	17.3	25.3	189.6	1,997,437	490,021	124,655	248,157	80,459	442,442	69,26
FLORENCE	**129.4**	**.0584**	**30.8**	**12.5**	**16.4**	**17.2**	**26.0**	**46.3**	**483,141**	**113,571**	**27,761**	**68,869**	**22,076**	**110,695**	**11,49**
Colbert	51.5	.0232	31.1	11.7	16.5	17.4	26.1	18.4	231,665	55,528	13,037	30,804	6,334	49,165	4,46
Lauderdale	77.9	.0352	30.7	13.1	16.4	17.1	25.9	27.9	251,476	58,043	14,724	38,065	15,742	61,530	7,03
• Florence	37.1	.0167	30.7	14.7	14.8	17.7	25.8	13.5	219,717	47,687	13,677	37,797	14,591	52,570	5,29
SUBURBAN TOTAL	92.3	.0417	30.9	11.7	17.0	17.0	26.0	32.8	263,424	65,884	14,084	31,072	7,485	58,125	6,20
GADSDEN	**100.4**	**.0453**	**32.2**	**11.7**	**14.7**	**17.2**	**28.8**	**35.9**	**370,469**	**75,061**	**25,601**	**54,988**	**20,215**	**78,638**	**10,624**
Etowah	100.4	.0453	32.2	11.7	14.7	17.2	28.8	35.9	370,469	75,061	25,601	54,988	20,215	78,638	10,624
• Gadsden	54.9	.0248	32.8	12.0	14.3	16.4	30.5	20.5	293,422	50,702	18,452	46,213	16,935	73,296	8,59
SUBURBAN TOTAL	45.5	.0205	31.6	11.4	15.3	18.0	26.8	15.4	77,047	24,359	7,149	8,775	3,280	5,342	2,026
HUNTSVILLE	**297.0**	**.1340**	**29.0**	**13.1**	**19.4**	**18.5**	**19.7**	**98.0**	**1,134,911**	**232,900**	**85,569**	**144,975**	**49,081**	**287,526**	**26,641**
Limestone	45.4	.0205	29.4	13.1	17.3	16.3	24.0	14.4	114,216	33,287	5,043	8,199	5,334	23,047	3,995
Madison	188.8	.0852	28.3	13.7	20.9	19.6	16.3	60.4	748,171	131,351	69,737	118,612	34,830	162,086	17,250
• Huntsville	142.1	.0641	28.9	11.4	21.7	21.1	15.6	46.9	706,147	117,666	65,917	117,713	32,971	157,610	16,528
Marshall	62.8	.0283	31.4	11.3	16.4	17.0	27.0	23.2	272,524	68,262	10,789	18,164	8,917	102,393	5,396
SUBURBAN TOTAL	154.9	.0699	29.1	14.6	17.5	16.2	23.4	51.1	428,764	115,234	19,652	27,262	16,110	129,916	10,113
MOBILE	**446.1**	**.2013**	**28.6**	**12.3**	**15.8**	**16.0**	**23.9**	**145.5**	**1,655,976**	**341,447**	**118,422**	**256,132**	**77,201**	**351,671**	**55,679**
Baldwin	75.2	.0339	30.4	10.9	14.9	15.5	27.6	25.9	265,935	66,501	17,691	16,874	11,349	48,384	8,633
Mobile	370.9	.1674	28.2	12.6	15.8	16.1	23.1	119.6	1,390,041	274,946	100,731	239,258	65,852	303,287	47,04
• Mobile	204.2	.0922	29.0	12.6	15.4	16.1	24.7	67.5	1,051,243	153,714	79,092	216,982	54,041	273,930	31,11
Prichard	41.2	.0186	25.9	14.1	14.8	14.0	22.5	13.2	66,564	15,593	3,164	2,993	4,528	5,780	1,43
SUBURBAN TOTAL	241.9	.1091	28.2	12.1	15.9	16.0	23.2	78.0	604,733	187,733	39,330	39,150	23,160	77,741	24,564

ALABAMA'S SECOND LARGEST...

MOBILE

After Birmingham... MOBILE RANKS FIRST in Alabama in:

POPULATION	446,100
HOUSEHOLDS	145,500
EBI	$2,544,572,000
TOTAL RETAIL SALES	$1,655,976,000

(c) 1980 S&MM Survey of Buying Power

Press Register

represented by Newhouse Newspapers

A. (cont.)

ESTIMATES

ETRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ONTGOMERY	**262.3**	**.1184**	**29.3**	**12.4**	**15.7**	**16.4**	**24.6**	**87.0**	**1,057,446**	**193,345**	**85,832**	**167,649**	**44,603**	**237,479**	**24,310**
Autauga	30.1	.0136	28.4	10.5	17.5	16.4	22.0	9.4	75,021	19,422	5,330	8,031	1,273	17,152	3,069
Elmore	41.1	.0186	30.2	11.7	15.1	15.1	27.7	13.3	80,997	30,289	2,551	2,918	4,688	12,413	3,098
Montgomery	191.1	.0862	29.3	12.8	15.8	16.7	24.3	64.3	901,428	143,634	77,951	156,700	38,642	207,914	18,143
• Montgomery	159.5	.0720	30.2	12.6	14.4	17.4	25.8	55.4	860,263	135,507	75,916	156,220	29,724	206,020	18,143
SUBURBAN TOTAL	102.8	.0464	28.2	11.9	17.9	15.0	22.7	31.6	197,183	57,838	9,916	11,429	14,879	31,459	6,167
USCALOOSA	**131.8**	**.0595**	**27.3**	**19.3**	**15.0**	**15.4**	**23.0**	**41.1**	**481,598**	**96,898**	**37,394**	**69,498**	**22,322**	**96,001**	**13,496**
Tuscaloosa	131.8	.0595	27.3	19.3	15.0	15.4	23.0	41.1	481,598	96,898	37,394	69,498	22,322	96,001	13,496
• Tuscaloosa	73.7	.0333	26.6	23.8	14.4	14.5	23.4	22.5	351,993	55,067	30,989	43,392	18,874	77,331	9,948
SUBURBAN TOTAL	58.1	.0262	28.0	13.5	15.7	16.5	22.5	18.6	129,605	41,831	6,405	26,106	3,448	18,670	3,548
OTHER COUNTIES															
Barbour	25.6	.0116	30.7	11.9	12.7	14.7	29.8	9.0	65,510	17,477	2,998	6,886	2,595	14,414	2,762
Bibb	14.5	.0065	30.4	11.3	14.4	14.2	29.2	4.9	26,395	7,614	1,357	1,220	634	10,181	883
Blount	35.1	.0159	32.2	11.1	16.1	16.1	29.4	13.1	66,910	15,386	4,886	2,214	2,290	19,473	1,973
Bullock	10.9	.0049	29.0	10.8	11.5	12.0	31.0	3.7	25,167	8,711	485	2,466	469	3,144	600
Butler	21.2	.0095	32.2	10.9	12.6	14.1	32.4	7.4	61,915	21,997	3,235	4,037	2,864	7,007	2,477
Chambers	37.7	.0170	32.4	11.3	14.0	15.2	31.2	13.5	97,325	32,427	5,881	7,065	3,878	16,167	4,167
Cherokee	18.4	.0083	32.1	12.1	15.8	16.5	28.9	7.0	48,890	14,537	1,652	2,006	540	12,942	1,787
Chilton	29.6	.0134	32.1	11.3	14.4	15.3	30.5	11.0	70,548	25,150	2,991	2,133	3,891	13,594	2,637
Choctaw	18.1	.0082	28.9	11.7	15.2	14.0	26.7	6.1	36,275	9,962	4,990	1,432	767	7,163	836
Clarke	28.7	.0129	28.7	10.9	15.5	14.2	26.2	9.6	96,873	26,820	4,753	7,698	6,334	19,737	3,654
Clay	14.6	.0066	33.2	10.5	14.1	14.2	33.3	5.4	27,018	8,452	1,306	1,636	532	4,863	1,072
Cleburne	11.8	.0053	31.6	11.5	17.3	15.8	28.4	4.3	21,454	5,107	1,499	1,310	95	7,558	1,238
Coffee	36.2	.0164	28.8	14.0	16.7	15.8	23.9	13.1	128,784	26,255	4,758	8,445	7,130	42,325	3,795
Conecuh	16.4	.0074	32.4	10.6	11.6	13.2	33.8	5.5	27,364	9,740	314	1,394	126	5,594	588
Coosa	11.5	.0052	32.2	11.5	13.8	15.6	30.5	4.1	6,632	2,342	129	41	29	426	314
Covington	35.5	.0160	34.3	10.2	13.5	15.7	33.3	13.5	118,948	34,741	4,952	8,152	5,759	26,540	4,685
Crenshaw	15.4	.0070	34.3	11.1	12.1	14.1	35.1	5.6	25,562	8,248	549	1,119	627	5,946	775
Cullman	61.3	.0276	31.4	12.7	15.8	16.2	28.1	21.3	203,107	51,596	8,058	9,285	9,131	47,362	5,241
Dale	48.6	.0220	22.9	26.9	15.3	12.6	14.2	15.1	86,594	25,923	7,088	5,215	1,391	14,533	1,908
Dallas	54.8	.0247	26.5	13.1	14.2	13.4	24.5	18.0	178,530	45,034	8,805	18,331	10,224	38,660	5,355
De Kalb	50.8	.0229	32.6	11.1	14.8	15.9	30.6	19.0	140,476	32,823	3,681	4,514	7,814	49,881	5,144

HUNTSVILLE

ALABAMA'S THIRD LARGEST...

BANK	METRO AREA	POPULATION	EBI	TOTAL RETAIL SALES
1	BIRMINGHAM	829,100	$5,727,469,000	$3,441,452,000
2	MOBILE	446,100	2,544,572,000	1,655,976,000
3	HUNTSVILLE	297,000	1,937,417,000	1,134,911,000
4	MONTGOMERY	262,300	1,702,353,000	1,057,446,000

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HUNTSVILLE
TIMES & NEWS

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ALA. (cont.)

ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000
Escambia	36.2	.0163	29.8	11.4	16.1	15.5	26.1	12.1	115,998	29,147	5,558	12,469	6,947	21,606	4,62
Fayette	17.2	.0078	33.9	10.7	14.9	15.3	33.1	6.3	51,774	16,897	1,280	2,217	1,715	11,725	1,85
Franklin	28.3	.0127	32.1	11.4	15.5	16.4	29.2	10.4	90,396	21,132	3,198	4,417	4,199	25,138	2,95
Geneva	24.9	.0113	32.8	11.4	14.8	15.4	31.3	9.2	49,345	19,240	738	5,228	1,583	9,679	1,73
Greene	10.5	.0047	30.4	9.6	10.5	12.1	33.0	3.3	21,879	5,852	903	2,064	322	6,596	57
Hale	15.0	.0068	29.7	9.9	10.5	13.3	31.2	4.7	20,886	8,585	363	1,265	182	5,060	63
Henry	15.3	.0069	31.4	11.7	12.5	14.3	31.1	5.5	35,849	10,891	1,253	2,260	1,286	4,051	92
Houston	74.6	.0337	29.5	11.4	16.6	16.5	24.4	27.0	360,540	66,454	22,794	63,200	22,025	91,663	6,519
Jackson	52.2	.0235	30.0	11.8	16.3	15.7	26.1	18.7	146,000	41,155	6,103	13,936	7,740	37,158	4,173
Lamar	16.5	.0074	33.3	11.1	14.9	15.2	32.3	6.3	35,024	11,679	697	1,863	1,254	7,402	1,502
Lawrence	29.8	.0134	28.9	12.5	16.7	15.1	24.7	9.9	40,864	16,116	1,137	1,425	2,316	5,378	1,850
Lee	73.3	.0331	24.1	27.7	15.8	12.9	17.8	24.4	259,118	50,706	18,861	37,528	11,651	64,971	6,292
Lowndes	14.0	.0063	24.0	12.0	11.5	11.2	25.6	4.0	21,945	6,866	730	1,475	100	3,650	307
Macon	27.5	.0124	26.3	20.3	11.6	12.2	27.8	8.9	41,104	14,712	2,486	1,018	1,430	6,254	2,411
Marengo	24.4	.0110	29.3	10.2	13.2	14.0	28.5	8.1	66,589	22,635	2,245	5,207	3,167	11,339	1,777
Marion	27.6	.0125	32.5	11.6	15.5	15.7	30.5	10.4	62,449	18,857	3,242	3,028	2,771	13,950	4,224
Monroe	22.5	.0102	29.4	10.6	13.5	14.0	28.4	7.4	55,476	16,116	1,874	5,751	2,349	9,938	1,891
Morgan	88.6	.0400	29.6	12.0	18.4	17.3	22.7	31.3	300,046	59,934	19,894	25,105	18,478	75,562	9,024
Perry	13.0	.0059	28.8	13.3	11.3	12.3	30.7	4.2	22,246	6,675	797	1,205	617	4,709	955
Pickens	21.8	.0098	31.6	10.2	13.3	14.5	30.9	7.5	44,833	18,979	872	2,518	1,851	8,541	1,166
Pike	26.0	.0117	27.1	20.0	12.4	12.6	27.6	8.8	83,410	22,239	5,735	6,711	1,897	22,486	2,676
Randolph	18.8	.0085	33.8	10.4	13.0	15.3	33.1	7.0	43,903	12,589	1,291	3,516	1,739	10,938	1,912
☐ Russell	46.6	.0210	28.4	12.9	15.4	15.9	23.9	15.1	105,917	31,361	7,970	11,762	2,048	16,476	4,095
Sumter	17.3	.0078	27.0	14.4	10.6	11.6	29.8	5.1	36,244	10,231	1,424	3,111	1,502	4,574	1,135
Talladega	70.8	.0320	28.7	12.0	14.6	15.6	25.1	23.8	193,419	61,054	12,131	18,884	7,741	40,010	9,129
Tallapoosa	36.7	.0165	31.7	11.5	14.5	15.6	29.7	13.1	109,740	35,174	4,817	8,924	6,687	21,978	4,038
Washington	18.1	.0082	27.7	12.2	16.1	13.8	24.5	5.6	20,976	6,338	765	859	501	3,785	828
Wilcox	14.5	.0065	26.5	11.0	11.1	12.2	28.3	4.3	24,062	8,000	858	1,867	358	3,867	518
Winston	20.8	.0094	31.2	11.4	16.7	16.1	27.5	7.7	68,824	19,099	2,141	5,434	2,348	15,009	1,767
TOTAL METRO COUNTIES	**2,362.5**	**1.0663**	**29.7**	**13.0**	**16.1**	**16.8**	**24.8**	**804.4**	**9,144,836**	**1,891,059**	**667,980**	**1,253,285**	**431,176**	**2,120,773**	**263,756**
TOTAL STATE	**3,815.4**	**1.7219**	**29.7**	**13.1**	**15.7**	**16.0**	**25.6**	**1,309.6**	**13,128,052**	**2,958,753**	**866,534**	**1,592,369**	**613,052**	**3,035,300**	**393,032**

MONTGOMERY.

FIRST IN HOUSEHOLD SPENDABLE INCOME
AND ALABAMA'S FASTEST GROWING METRO AREA!

METRO AREA	HOUSEHOLD EFFECTIVE BUYING INCOME
MONTGOMERY	**$18,203**
BIRMINGHAM	$17,853
MOBILE	$16,637

Rep: Sawyer Ferguson Walker Co.
Source: 1979 Sales and Marketing Management

THE MONTGOMERY ADVERTISER
THE ALABAMA JOURNAL

ALA.
ESTIMATES

SS EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
A NISTON	**631,390**	**13,281**	**7.4**	**20.4**	**29.7**	**13.4**	**.0443**
Calhoun	631,390	13,281	7.4	20.4	29.7	13.4	.0443
● Anniston	182,134	12,030	7.7	18.0	23.7	15.8	.0179
SUBURBAN TOTAL	449,256	13,725	7.2	21.6	32.3	12.3	.0264
MINGHAM	**5,727,469**	**16,792**	**5.6**	**14.2**	**28.9**	**26.5**	**.3682**
Jefferson	4,792,114	17,544	5.4	13.6	29.2	28.4	.3081
● Birmingham	1,793,461	14,777	6.6	15.8	29.1	20.2	.1292
St. Clair	180,029	12,228	7.6	20.9	26.7	12.0	.0118
Shelby	362,184	15,093	5.8	16.7	29.2	21.1	.0221
Walker	393,142	13,962	6.6	14.6	27.4	19.4	.0262
SUBURBAN TOTAL	3,934,008	18,016	5.0	13.3	29.0	30.0	.2390
FLORENCE	**732,319**	**14,103**	**6.2**	**17.2**	**29.8**	**17.1**	**.0508**
Colbert	313,709	15,504	5.6	15.3	31.1	20.5	.0223
Lauderdale	418,610	13,337	6.7	18.2	29.0	14.8	.0285
● Florence	221,948	14,309	6.4	17.1	28.7	18.9	.0176
SUBURBAN TOTAL	510,371	14,021	6.2	17.0	30.3	16.3	.0332

ESTIMATES

SS EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
GADSDEN	**528,340**	**13,328**	**6.7**	**17.3**	**30.1**	**14.0**	**.0380**
Etowah	528,340	13,328	6.7	17.3	30.1	14.0	.0380
● Gadsden	306,442	13,199	7.1	17.1	28.2	15.4	.0244
SUBURBAN TOTAL	221,898	13,489	6.2	17.6	32.6	12.0	.0136
HUNTSVILLE	**1,937,417**	**17,421**	**5.8**	**14.8**	**27.5**	**29.5**	**.1250**
Limestone	256,350	15,126	6.6	14.9	27.0	23.4	.0158
Madison	1,264,551	19,001	5.4	14.6	27.6	33.5	.0815
● Huntsville	1,029,191	20,633	4.8	13.3	28.3	37.4	.0685
Marshall	416,516	15,244	6.2	15.6	27.3	23.4	.0277
SUBURBAN TOTAL	908,226	14,733	6.7	16.2	26.8	22.3	.0565
MOBILE	**2,544,572**	**15,161**	**6.5**	**16.4**	**29.0**	**21.5**	**.1749**
Baldwin	455,788	15,356	6.9	15.5	28.2	23.0	.0299
Mobile	2,088,784	15,122	6.4	16.6	29.3	21.1	.1450
● Mobile	1,262,365	15,605	6.0	15.6	27.[illegible]	24.8	.0930
Prichard	177,531	11,855	8.9	19.8	27.9	9.7	.0115
SUBURBAN TOTAL	1,282,207	14,823	6.9	17.0	30.8	18.6	.0819

IF YOU'RE LOOKING FOR A NEW AND DYNAMIC TEST MARKET, TRY BIRMINGHAM!

Category	Metro Birmingham	Alabama	U. S.
Population Increase (1972-1978)	+7%	+7%	+5%
Total Sales Increase (1972-1978)	+119%	+100%	+94%
Food Sales Increase (1972-1978)	+90%	+96%	+86%
Eating and Drinking Sales Inc. (1972-1978)	+197%	+167%	+113%
General Merchandise Sales Inc. (1972-1978)	+79%	+78%	+42%
Furnishings/Furniture/Appliance Sales Inc. (1972-1978)	+115%	+81%	+90%
Auto Sales Inc. (1972-1978)	+102%	+85%	+94%
Effective Buying Income	+94%	+95%	+82%
Median Household Income	+123%	+100%	+40%

Source: 1973 Survey of Buying Power
1979 Survey of Buying Power

Pretty impressive credentials, wouldn't you say? Of course, there's a lot more we'd like to tell you about Birmingham, our SMSA, and the people who live here. So, why not give us a call at (205) 325-2134. We'll be glad to send you all the information you need on one of America's most dynamic and fastest growing markets . . . Birmingham, Alabama!

The Birmingham News
Birmingham Post-Herald

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ALA. (cont.)

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (C) $25,000 & Over				Buying Power Index
			A	B	C	D	
MONTGOMERY	**1,702,353**	**16,415**	**5.9**	**14.1**	**25.3**	**28.8**	**.1119**
Autauga	181,095	17,670	4.4	13.1	27.8	30.7	.0108
Elmore	217,016	13,883	6.5	15.3	25.9	20.6	.0131
Montgomery	1,304,242	16,775	6.0	14.1	24.7	30.2	.0880
• Montgomery	1,077,484	16,033	6.3	14.6	25.0	28.1	.0769
SUBURBAN TOTAL	624,869	17,066	5.1	13.3	25.9	29.9	.0351
TUSCALOOSA	**787,615**	**15,711**	**5.8**	**14.2**	**24.7**	**27.1**	**.0526**
Tuscaloosa	787,615	15,711	5.8	14.2	24.7	27.1	.0526
• Tuscaloosa	466,103	15,657	6.0	13.4	21.4	30.1	.0330
SUBURBAN TOTAL	321,512	15,764	5.5	15.2	28.7	23.5	.0196
OTHER COUNTIES							
Barbour	119,546	9,623	7.5	15.2	20.0	13.5	.0082
Bibb	58,978	10,083	7.8	18.7	23.5	8.2	.0040
Blount	191,083	13,048	6.9	18.1	28.7	14.1	.0114
Bullock	42,208	7,655	7.9	12.5	17.9	10.1	.0031
Butler	94,954	10,256	8.4	17.4	22.9	10.7	.0069
Chambers	231,023	15,358	6.1	15.7	27.5	23.6	.0139
Cherokee	76,704	9,933	10.2	24.4	21.1	4.1	.0057
Chilton	145,471	10,869	7.9	19.2	23.5	10.5	.0095
Choctaw	77,025	9,820	7.6	15.6	22.3	11.4	.0053
Clarke	138,854	11,808	7.3	16.9	23.4	15.9	.0102
Clay	61,895	9,956	8.1	21.5	22.1	6.2	.0041
Cleburne	54,340	11,742	8.2	21.4	28.7	7.5	.0034
Coffee	203,670	13,267	7.2	19.9	26.6	16.6	.0139
Conecuh	66,655	8,809	7.8	15.9	19.4	10.1	.0043
Coosa	63,026	13,261	7.6	19.6	30.2	13.3	.0033
Covington	165,626	10,242	8.2	19.0	23.3	8.6	.0123
Crenshaw	63,271	8,333	8.3	16.2	19.0	7.9	.0042
Cullman	312,731	12,708	7.5	18.9	27.4	14.1	.0221
Dale	230,238	11,941	10.1	26.2	27.7	7.0	.0144
Dallas	239,194	10,250	7.6	16.7	21.3	12.9	.0183
De Kalb	252,939	11,227	7.3	18.7	23.6	12.0	.0172
Escambia	187,216	13,013	7.4	16.0	26.7	16.8	.013
Fayette	96,351	12,654	7.2	18.2	25.0	16.6	.006
Franklin	151,243	12,709	6.5	17.1	27.7	14.4	.010
Geneva	115,787	10,485	7.4	19.6	22.7	9.7	.007
Greene	39,212	7,023	7.6	10.2	14.5	12.6	.003
Hale	44,275	6,538	8.1	14.0	14.2	6.1	.003
Henry	67,964	9,977	8.3	17.1	22.2	10.6	.004
Houston	519,318	16,267	5.5	13.7	26.4	27.3	.035
Jackson	273,649	12,736	7.3	17.9	28.2	13.9	.018
Lamar	82,165	10,803	6.1	15.7	24.2	12.5	.005
Lawrence	148,485	13,214	6.7	16.8	29.1	14.9	.0087
Lee	437,609	14,842	6.3	16.6	27.0	22.5	.0289
Lowndes	46,824	8,000	8.5	13.5	17.1	10.9	.0035
Macon	123,896	8,927	8.5	15.5	18.2	12.0	.0076
Marengo	100,458	9,056	7.6	13.3	20.1	13.1	.0076
Marion	150,208	12,692	6.9	20.2	27.2	13.0	.0092
Monroe	103,255	10,419	8.3	16.0	21.8	13.8	.0071
Morgan	584,409	16,905	5.0	13.6	30.6	25.6	.0362
Perry	52,030	8,793	8.8	14.0	19.7	11.1	.0036
Pickens	101,778	10,753	8.4	16.0	22.2	14.8	.0066
Pike	125,151	10,281	7.9	15.7	21.5	13.8	.0091
Randolph	95,038	11,654	6.9	18.2	25.6	12.3	.0061
☐ Russell	219,992	12,285	7.2	17.9	25.6	14.9	.0145
Sumter	57,141	7,235	8.3	13.2	15.6	9.1	.0046
Talladega	392,424	14,392	6.8	17.5	27.4	20.6	.0250
Tallapoosa	191,562	12,550	8.1	18.9	28.5	12.8	.0129
Washington	73,328	11,302	7.3	17.9	26.9	9.6	.0046
Wilcox	43,179	6,678	7.9	12.4	16.0	7.2	.0034
Winston	108,900	12,078	7.7	21.5	25.5	12.6	.0077
TOTAL METRO COUNTIES	**14,811,467**	**15,804**	**6.0**	**15.4**	**28.2**	**24.3**	**.9802**
TOTAL STATE	**22,213,753**	**14,267**	**6.5**	**16.2**	**27.0**	**20.6**	**1.4744**

ALASKA

ALASKA

ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ANCHORAGE	**187.7**	**.0847**	**24.3**	**16.8**	**20.7**	**17.9**	**9.7**	**58.8**	**1,077,093**	**246,300**	**139,875**	**158,213**	**40,580**	**155,829**	**62,216**
Anchorage	187.7	.0847	24.3	16.8	20.7	17.9	9.7	58.8	1,077,093	246,300	139,875	158,213	40,580	155,829	62,216
• Anchorage	187.7	.0847	24.3	16.8	20.7	17.9	9.7	58.8	1,077,093	246,300	139,875	158,213	40,580	155,829	62,216
OTHER COUNTIES															
Aleutian Islands	7.0	.0032	22.8	40.4	19.4	11.0	7.2	1.3	8,878	162	3,579	4,416	40		
Angoon	1.1	.0005	25.7	9.7	14.0	12.7	24.3	.2	1,235	251	81	655			
Barrow-North Slope	8.3	.0038	21.5	17.8	17.0	12.9	11.2	2.1	42,861	107	24,736	7,874	36		
Bethel	9.0	.0040	21.1	14.6	16.4	13.6	11.9	1.8	15,814	6,403	[illegible]	5,010		657	
Bristol Bay Borough	1.5	.0007	24.1	27.0	23.7	15.5	7.5	.2	2,692	738	[illegible]				
Bristol Bay	4.2	.0019	22.4	14.1	16.8	14.2	13.8	.9	7,678	3,846	904	1,457		92	
Cordova-McCarthy	2.2	.0010	28.9	11.8	17.7	17.8	21.4	.7	10,263	3,144	2,412	454	41	559	482
Fairbanks	59.0	.0266	22.7	26.0	19.0	13.6	8.7	15.9	379,543	77,036	61,644	29,676	14,335	51,024	17,903

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ASKA (cont.)

ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

TRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Haines	1.6	.0007	24.3	8.4	11.3	18.2	19.7	.4	5,429	1,289	861	85		89	
Juneau	19.4	.0088	28.0	12.3	19.5	18.4	18.1	6.4	86,088	23,831	12,327	1,619	2,287	8,712	3,177
Kenai - Cook Inlet	23.5	.0106	26.0	11.7	20.2	19.2	12.5	6.6	129,869	40,994	11,841	5,950	1,529	16,585	5,032
Ketchikan	9.2	.0042	27.4	12.6	18.7	16.4	19.4	2.9	62,276	16,345	11,506	3,149	2,933	4,630	3,584
Kobuk	5.0	.0022	20.0	13.7	13.4	13.5	13.2	.9	11,332	1,469	1,755	5,901		196	
Kodiak	9.0	.0041	23.1	22.0	19.9	13.7	10.5	2.3	46,653	15,423	7,408	154	1,339	4,768	1,217
Kuskokwim	2.7	.0012	22.1	13.8	16.0	14.1	14.3	.6	5,123	1,701	826	1,967		254	
Matanuska-Susitna	19.2	.0087	27.1	9.2	14.4	18.8	19.8	5.4	50,214	13,449	5,570	7,742	353	5,098	1,616
Nome	6.4	.0028	22.0	14.9	14.8	13.9	14.9	1.5	24,175	7,362	3,221	4,180	54	372	268
Outer Ketchikan	1.7	.0008	25.5	13.3	25.5	13.7	12.0	.4	2,162	1,381	93	404			
Prince of Wales	3.2	.0015	29.3	11.8	24.1	18.4	17.9	.9	2,218	334	1,234	98	39		
Seward	3.2	.0014	30.4	11.4	14.2	17.8	25.7	.9	14,815	3,710	2,794	1,590		308	966
Sitka	7.2	.0033	27.2	12.7	19.2	17.4	17.7	2.1	31,967	8,130	4,172	2,328	1,812	2,167	2,009
Skagway-Yakutat	2.9	.0013	23.8	9.5	12.3	16.0	20.0	1.0	8,660	3,114	2,267	103	42	48	
Southeast Fairbanks	4.8	.0021	22.3	29.4	17.4	13.0	8.3	1.2	9,226	3,510	1,191	328	40	227	
Upper Yukon	1.9	.0009	28.7	15.1	26.1	21.2	12.3	.5	2,848	1,969	637	102			
Valdez-Chitina-Whittier	5.2	.0023	28.0	11.6	16.9	19.2	18.9	1.6	32,705	11,551	6,554	733	52	123	1,042
Wade Hampton	4.3	.0020	19.6	19.2	12.6	13.7	8.9	.8	9,343	5,740	1,269	1,212		175	
Wrangell-Petersburg	5.3	.0024	26.8	12.2	17.4	16.7	19.1	1.6	20,347	9,925	2,788	1,086	40	78	300
Yukon-Koyukuk	6.2	.0028	25.5	17.0	21.1	16.5	13.5	1.7	16,319	4,237	2,866	201	53	248	
TOTAL METRO COUNTIES	**187.7**	**.0847**	**24.3**	**16.8**	**20.7**	**17.9**	**9.7**	**58.8**	**1,077,093**	**246,300**	**139,875**	**158,213**	**40,580**	**155,829**	**62,216**
TOTAL STATE	**421.9**	**.1905**	**24.1**	**17.3**	**19.3**	**16.6**	**11.9**	**121.6**	**2,117,836**	**513,451**	**327,247**	**246,687**	**65,605**	**252,239**	**99,812**

ALASKA

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
ANCHORAGE	**1,832,970**	**27,279**	**2.8**	**10.3**	**23.1**	**55.5**	**.1099**
Anchorage	1,832,970	27,279	2.8	10.3	23.1	55.5	.1099
• Anchorage	1,832,970	27,279	2.8	10.3	23.1	55.5	.1099
OTHER COUNTIES							
Aleutian Islands	54,958	16,390	6.5	22.5	36.1	20.2	.0026
Angoon	743	2,846	8.0				.0001
Barrow - North Slope	43,339	16,707	5.6	8.9	31.1	25.3	.0036
Bethel	23,120	8,147	7.5	12.7	16.2	13.9	.0021
Bristol Bay Borough	8,599	22,600	3.0	9.5	26.5	42.0	.0004
Bristol Bay	13,459	12,591	7.0	20.8	22.8	17.8	.0011
Cordova-McCarthy	15,298	18,895	4.3	12.6	32.2	30.1	.0010
Fairbanks	746,303	36,655	1.3	5.5	19.3	69.0	.0413
Haines	8,938	21,588	3.0	13.7	37.0	34.0	.0005
Juneau	198,334	27,200	2.6	8.8	22.4	56.3	.0108
Kenai - Cook Inlet	201,266	26,852	2.8	8.0	22.2	55.1	.0127
Ketchikan	77,217	25,667	3.0	8.1	23.3	52.4	.0054
Kobuk	19,599	16,516	6.2	16.6	26.1	29.0	.0014
Kodiak	75,345	27,245	3.3	11.3	21.4	55.1	.0048
Kuskokwim	6,487	4,245	4.7	5.3	9.2	5.2	.0007
Matanuska-Susitna	110,738	18,256	5.1	12.3	24.9	31.0	.0068
Nome	33,953	16,733	5.5	14.5	19.3	34.3	.0024
Outer Ketchikan	10,859	20,800	7.3	14.9	28.3	39.2	.0006
Prince of Wales	18,076	15,520	5.1	17.6	38.9	14.0	.0008
Seward	23,208	22,737	2.2	14.3	21.3	44.1	.0015
Sitka	62,044	28,738	3.3	6.5	22.5	59.6	.0038
Skagway-Yakutat	21,223	20,312	4.7	11.5	29.8	34.9	.0012
Southeast Fairbanks	50,031	32,000	3.1	7.6	18.4	62.6	.0022
Upper Yukon	17,541	8,793	8.0	9.2	18.8	18.6	.0008
Valdez-Chitina-Whittier	80,962	40,950	2.0	6.6	10.4	67.9	.0040
Wade Hampton	11,333	7,633	10.6	20.0	10.1	7.1	.0011
Wrangell-Petersburg	43,360	25,260	2.8	7.1	23.4	50.8	.0025
Yukon-Koyukuk	70,563	30,564	3.1	7.6	13.6	58.5	.0034
TOTAL METRO COUNTIES	**1,832,970**	**27,279**	**2.8**	**10.3**	**23.1**	**55.5**	**.1099**
TOTAL STATE	**3,879,806**	**26,107**	**3.1**	**9.8**	**22.4**	**52.6**	**.2295**

ARIZONA

ARIZ.

ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PHOENIX	**1,389.6**	**.6271**	**29.9**	**12.9**	**16.0**	**16.0**	**25.9**	**490.3**	**6,117,664**	**1,392,032**	**600,706**	**740,188**	**381,974**	**1,316,845**	**228,085**
Maricopa	1,389.6	.6271	29.9	12.9	16.0	16.0	25.9	490.3	6,117,664	1,392,032	600,706	740,188	381,974	1,316,845	228,085
Mesa	130.0	.0587	29.0	13.3	15.8	14.3	26.2	45.1	785,211	151,618	41,083	114,793	51,257	200,542	30,132
• Phoenix	769.3	.3472	30.3	12.0	16.4	16.3	25.9	276.3	3,047,440	[illegible]68,081	357,946	400,471	208,970	609,015	118,554
Scottsdale	89.8	.0405	30.3	9.4	16.5	21.0	21.3	30.1	685,057	109,351	63,014	104,020	35,201	180,479	16,661
Tempe	114.3	.0516	24.1	24.8	20.3	14.0	12.6	35.9	487,642	132,856	63,732	39,322	30,245	112,429	11,810
SUBURBAN TOTAL	620.3	.2799	29.5	13.9	15.6	15.7	25.7	214.0	3,070,224	723,951	242,760	339,717	173,004	707,830	109,531
TUCSON	**485.0**	**.2189**	**30.0**	**14.1**	**15.0**	**15.2**	**27.3**	**172.0**	**2,054,626**	**486,805**	**172,568**	**272,464**	**105,846**	**447,742**	**80,235**
Pima	485.0	.2189	30.0	14.1	15.0	15.2	27.3	172.0	2,054,626	486,805	172,568	272,464	105,846	447,742	80,235
• Tucson	310.7	.1402	29.7	14.7	15.3	14.5	27.3	111.6	1,654,650	357,871	127,768	259,637	95,108	429,228	59,373
SUBURBAN TOTAL	174.3	.0787	30.6	13.0	14.6	16.4	27.2	60.4	399,976	128,934	44,800	12,827	10,738	18,514	20,862
OTHER COUNTIES															
Apache	48.1	.0217	19.4	11.2	14.7	12.0	14.4	11.7	65,399	12,286	4,434	22,101	293	3,165	2,214
Cochise	78.4	.0354	27.0	14.6	14.2	15.6	23.1	26.0	210,240	55,359	15,162	23,218	8,950	45,636	9,662
Coconino	74.8	.0337	23.1	19.9	15.5	13.7	15.4	22.2	289,179	65,589	39,635	38,179	9,454	31,742	5,395
Gila	34.9	.0158	30.0	10.6	15.0	14.9	27.6	12.2	112,914	36,732	11,489	6,982	2,378	22,580	3,218

ARIZ. (cont.) S&MM ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Graham	20.7	.0093	26.0	13.7	13.5	13.5	24.3	6.2	61,440	16,730	3,732	5,777	2,031	15,684	1,820
Greenlee	11.6	.0053	28.0	10.6	14.4	16.8	23.2	4.2	26,263	12,372	1,014	1,974	1,477	1,973	1,461
Mohave	43.8	.0198	34.3	8.0	15.3	15.8	33.1	16.6	204,249	60,472	16,341	6,026	5,285	29,880	6,497
Navajo	64.2	.0289	23.3	10.7	15.5	13.6	18.3	17.5	213,037	60,927	16,107	21,763	5,046	24,131	2,911
Pinal	92.5	.0418	27.6	11.7	15.4	15.5	23.0	28.1	185,142	66,787	14,419	9,885	3,303	31,270	9,060
Santa Cruz	18.3	.0082	28.2	9.9	14.1	15.9	24.5	5.8	98,626	24,404	7,454	16,486	5,921	8,467	4,285
Yavapai	59.6	.0269	40.5	7.9	11.3	14.6	40.8	23.5	228,625	70,561	24,370	13,417	7,847	26,212	10,978
Yuma	74.0	.0334	27.2	14.1	14.4	15.4	23.4	24.6	308,055	71,073	29,049	41,543	10,484	61,402	9,561
TOTAL METRO COUNTIES	**1,874.6**	**.8460**	**29.9**	**13.2**	**15.7**	**15.8**	**26.2**	**662.3**	**8,172,290**	**1,878,837**	**773,274**	**1,012,452**	**487,820**	**1,764,587**	**308,320**
TOTAL STATE	**2,495.5**	**1.1262**	**29.3**	**13.0**	**15.5**	**15.5**	**25.6**	**860.9**	**10,175,459**	**2,432,129**	**956,480**	**1,220,003**	**550,289**	**2,066,729**	**375,382**

ARIZ. S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1979						
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
PHOENIX	**10,742,859**	**19,273**	**5.2**	**14.1**	**29.3**	**33.6**	**.6640**
Maricopa	10,742,859	19,273	5.2	14.1	29.3	33.6	.6640
Mesa	945,840	19,074	5.2	14.6	31.5	31.5	.0675
● Phoenix	5,976,785	19,203	5.0	13.8	30.1	32.8	.3571
Scottsdale	833,229	26,001	2.9	8.6	25.8	53.1	.0570
Tempe	915,995	23,075	3.9	11.9	27.4	44.8	.0551
SUBURBAN TOTAL	4,766,074	19,371	5.5	14.5	28.2	34.6	.3069
TUCSON	**3,469,314**	**17,221**	**5.9**	**15.1**	**29.5**	**27.8**	**.2205**
Pima	3,469,314	17,221	5.9	15.1	29.5	27.8	.2205
● Tucson	2,095,319	16,294	6.2	16.3	30.0	24.5	.1487
SUBURBAN TOTAL	1,373,995	19,162	5.3	13.0	28.4	34.1	.0718
OTHER COUNTIES							
Apache	150,208	9,887	6.4	14.8	22.8	12.0	.0111

S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1979						
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Cochise	460,015	15,154	6.2	17.9	31.4	19.2	.0284
Coconino	403,718	15,666	5.3	16.9	30.7	21.7	.0289
Gila	202,463	15,537	6.1	16.6	35.1	17.4	.0134
Graham	115,064	15,649	5.6	15.5	27.3	24.6	.0074
Greenlee	83,102	19,640	2.9	9.0	52.7	20.4	.0045
Mohave	264,132	14,579	6.6	18.5	33.6	14.9	.0191
Navajo	253,185	12,505	5.9	15.1	27.0	15.0	.0208
Pinal	446,888	14,005	6.8	19.0	31.4	14.6	.0283
Santa Cruz	104,709	14,881	7.3	17.6	27.0	22.6	.0083
Yavapai	373,258	13,810	6.6	16.6	28.1	17.9	.0245
Yuma	498,798	17,069	5.9	16.4	29.0	27.6	.0326
TOTAL METRO COUNTIES	**14,212,173**	**18,712**	**5.4**	**14.4**	**29.2**	**32.1**	**.8845**
TOTAL STATE	**17,567,713**	**17,691**	**5.6**	**14.9**	**29.5**	**29.0**	**1.1118**

ARKANSAS

ARK. S&MM ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
FAYETTEVILLE - SPRINGDALE	**164.8**	**.0744**	**28.8**	**17.3**	**16.0**	**14.2**	**25.9**	**58.9**	**653,342**	**140,606**	**48,115**	**100,911**	**30,928**	**130,232**	**14,758**
Benton	67.0	.0302	32.1	11.5	14.8	14.6	31.1	24.7	231,179	57,716	18,216	24,060	11,670	48,901	3,873
Washington	97.8	.0442	26.8	21.3	16.7	13.9	22.5	34.2	422,163	82,890	29,899	76,851	19,258	81,331	10,885
● Fayetteville	35.6	.0161	24.0	35.7	15.9	11.0	18.0	12.3	238,558	40,716	16,836	56,561	13,914	46,345	6,161
● Springdale	22.3	.0101	29.5	11.6	18.9	15.7	23.9	8.0	152,264	31,109	11,042	19,568	5,144	31,332	3,917
SUBURBAN TOTAL	106.9	.0482	31.1	12.3	15.3	14.9	29.1	38.6	262,520	68,781	20,237	24,782	11,870	52,555	4,680
FORT SMITH	**196.9**	**.0888**	**31.2**	**10.9**	**15.8**	**15.5**	**28.6**	**71.4**	**760,015**	**171,026**	**53,157**	**99,913**	**36,150**	**168,412**	**18,817**
Crawford	34.8	.0157	31.0	10.4	15.7	15.2	28.6	12.2	93,466	27,116	7,365	8,413	3,221	16,030	2,254
Sebastian	92.9	.0419	30.8	11.5	16.7	15.9	27.1	34.1	515,365	89,522	35,910	78,824	28,771	120,375	12,646
● Fort Smith	68.0	.0307	31.0	11.7	15.9	16.8	27.0	25.4	493,345	79,670	35,400	78,382	28,292	117,534	12,407
Le Flore, Okla.	*39.3*	*.0177*	*33.4*	*10.0*	*13.7*	*14.7*	*33.1*	*14.7*	*80,143*	*30,845*	*3,754*	*5,638*	*2,242*	*17,611*	*3,349*

MESA TRIBUNE
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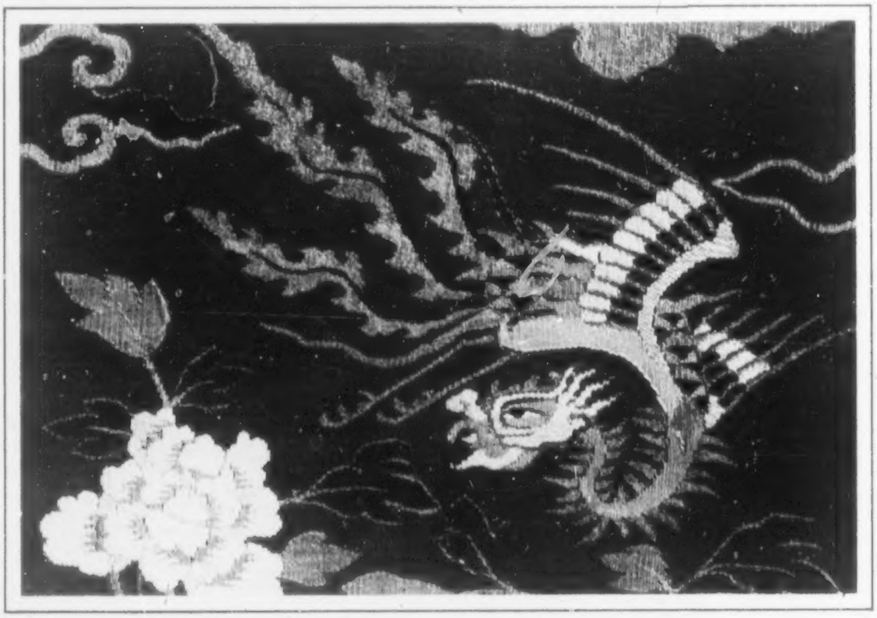

Phoenix Bird from ancient Chinese tapestry on display at the Metropolitan Museum of Art, New York

Phoenix is named for the mythical Phoenix Bird, which consumed itself in flame on a pyre of spices and was reborn—just as the city of Phoenix grew out of the "ashes" of four previous ancient American Indian cities.

THE ARIZONA REPUBLIC/*The Phoenix Gazette*

Represented nationally by STORY & KELLY-SMITH, INC.

*Scarborough Research Corp., October, 1979

ARK. (cont.)
ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROU
1979

METRO AREA County City	Total Population (Thousands)	% Of U.S	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Sequoyah, Okla.	*29.9*	*.0135*	*30.4*	*10.5*	*15.9*	*15.4*	*27.4*	*10.4*	*71,041*	*23,543*	*6,126*	*7,038*	*1,916*	*14,396*	*5*
SUBURBAN TOTAL	128.9	.0581	31.3	10.5	15.6	14.8	29.5	46.0	264,670	91,356	17,757	21,531	7,858	50,878	6,4
LITTLE ROCK - NORTH LITTLE ROCK	**388.3**	**.1752**	**28.9**	**12.8**	**17.6**	**16.3**	**22.9**	**137.4**	**1,722,070**	**329,354**	**122,129**	**289,738**	**82,389**	**383,906**	**58,4**
Pulaski	340.2	.1535	28.6	13.1	17.6	16.1	22.7	121.1	1,596,273	299,062	114,693	276,504	76,503	349,131	55,4
● Little Rock	156.1	.0704	30.4	12.2	17.0	15.7	26.5	60.4	910,854	155,657	68,799	145,190	52,930	231,400	42,8
● North Little Rock	64.2	.0290	30.4	11.4	17.3	16.6	25.5	23.0	432,047	86,485	31,221	103,754	11,187	47,870	9,2
Saline	48.1	.0217	30.6	10.9	17.0	17.5	25.1	16.3	125,797	30,292	7,436	13,234	5,886	34,775	2,9
SUBURBAN TOTAL	168.0	.0758	27.0	14.0	18.2	16.7	18.6	54.0	379,169	87,212	22,109	40,794	18,272	104,636	6,3
PINE BLUFF	**84.5**	**.0382**	**28.3**	**13.7**	**14.8**	**14.8**	**25.3**	**28.3**	**316,506**	**67,401**	**18,976**	**48,653**	**15,893**	**67,935**	**11,10**
Jefferson	84.5	.0382	28.3	13.7	14.8	14.8	25.3	28.3	316,506	67,401	18,976	48,653	15,893	67,935	11,10
● Pine Bluff	53.7	.0242	29.0	14.2	14.1	15.4	26.2	18.7	299,107	60,096	18,068	48,274	15,860	67,680	10,6
SUBURBAN TOTAL	30.8	.0140	27.2	12.9	16.2	13.7	23.6	9.6	17,399	7,305	908	379	33	255	43
TEXARKANA	**119.3**	**.0538**	**31.4**	**11.6**	**15.2**	**15.7**	**28.9**	**44.2**	**494,150**	**128,936**	**34,077**	**61,119**	**17,794**	**105,157**	**12,22**
Little River	11.4	.0051	30.0	11.6	15.2	14.5	27.9	4.0	29,505	9,623	636	3,113	609	9,073	1,00
Miller	33.5	.0152	30.9	12.0	15.1	15.3	28.5	12.0	136,614	51,828	9,740	9,191	1,766	4,829	4,80
● Texarkana	21.1	.0095	31.4	12.2	15.3	15.0	29.5	7.9	124,351	49,174	8,277	8,594	1,607	4,346	4,8
Bowie, Tex.	*74.4*	*.0335*	*31.9*	*11.5*	*15.0*	*16.1*	*29.2*	*28.2*	*328,031*	*67,485*	*23,701*	*48,815*	*15,419*	*91,255*	*6,41*
● *Texarkana*	*39.8*	*.0180*	*33.7*	*12.3*	*13.1*	*14.9*	*33.4*	*16.1*	*256,615*	*41,251*	*18,835*	*47,718*	*13,835*	*80,760*	*4,54*
SUBURBAN TOTAL	58.4	.0263	30.2	11.0	16.6	16.5	25.5	20.2	113,184	38,511	6,965	4,807	2,352	20,051	2,879
OTHER COUNTIES															
Arkansas	24.1	.0109	31.0	10.7	14.5	15.4	28.8	8.5	83,712	22,405	3,941	8,181	3,411	14,802	3,333
Ashley	26.6	.0120	29.8	11.3	16.7	15.2	26.1	8.8	67,802	18,839	2,786	8,085	2,578	19,317	2,073
Baxter	25.9	.0117	44.6	7.6	11.5	13.0	45.3	10.6	89,266	23,753	6,814	9,526	5,144	13,805	1,933
Boone	24.7	.0112	34.4	9.5	14.6	15.3	33.8	9.5	119,703	23,598	5,625	11,220	7,016	33,104	2,651
Bradley	12.8	.0057	35.0	9.7	12.0	15.0	35.0	4.7	35,564	11,260	827	2,801	1,117	6,590	1,225
Calhoun	5.5	.0025	33.7	12.0	12.7	13.6	34.7	1.8	8,720	4,322	556	373	78	567	523
Carroll	15.1	.0068	38.8	8.9	13.0	14.5	39.2	5.9	43,864	12,216	3,353	5,630	1,165	4,069	1,285
Chicot	16.4	.0074	30.2	10.0	11.5	13.3	31.2	5.5	36,141	9,751	1,212	2,189	483	7,981	2,309
Clark	22.8	.0103	27.4	22.6	12.3	12.9	27.7	7.7	90,945	17,838	5,426	7,394	1,923	33,021	2,300
Clay	20.3	.0092	36.9	9.1	13.9	15.6	36.3	7.7	38,132	12,155	1,629	1,882	1,073	8,117	1,446
Cleburne	16.5	.0074	37.5	8.8	13.3	15.4	37.1	6.0	44,671	10,897	2,030	4,048	2,219	9,396	1,394
Cleveland	7.5	.0034	33.9	9.7	14.8	14.1	34.3	2.7	4,642	1,787	36	41	34	178	269
Columbia	25.9	.0117	31.7	14.4	13.6	14.6	30.9	9.2	73,966	20,916	3,829	9,180	2,781	13,047	1,839
Conway	18.6	.0084	31.4	10.8	14.1	15.0	29.9	9.0	59,799	12,351	2,853	5,880	1,778	16,629	1,307
Craighead	64.7	.0292	28.3	18.0	15.8	14.9	24.5	22.9	301,332	59,031	17,861	37,860	15,980	75,075	8,321
☐ Crittenden	49.4	.0223	27.0	12.1	16.4	14.6	22.3	15.1	187,735	41,481	7,806	11,712	4,333	50,150	6,070
Cross	19.0	.0086	28.1	11.8	14.7	13.9	26.0	6.0	58,194	16,724	2,765	6,778	1,497	13,462	1,992
Dallas	10.0	.0045	33.7	10.1	13.4	14.1	34.2	3.4	34,639	9,208	982	3,642	1,284	8,304	1,401
Desha	19.1	.0086	28.6	11.1	12.5	13.3	28.8	6.1	55,165	15,984	1,962	6,067	1,192	9,988	1,772
Drew	17.1	.0077	28.5	16.1	13.9	12.9	28.0	5.6	49,502	12,424	3,444	5,741	989	13,189	928
Faulkner	45.1	.0204	27.1	19.0	13.7	13.7	25.4	13.0	138,203	33,692	10,047	12,081	7,884	18,873	3,729
Franklin	13.5	.0061	34.0	9.9	13.7	14.7	33.9	4.9	31,262	7,006	2,503	529	800	9,251	1,349
Fulton	9.1	.0041	38.9	9.5	11.5	15.8	38.3	3.5	15,103	3,985	630	823	719	1,959	1,437
Garland	67.2	.0303	36.7	9.5	13.3	15.0	36.8	27.5	268,035	64,511	26,470	28,881	11,800	53,137	9,396
Grant	13.5	.0061	32.0	10.9	15.8	15.2	30.0	4.8	27,061	7,124	1,363	858	676	8,203	1,014
Greene	32.0	.0144	32.6	11.2	15.2	15.5	30.9	11.8	92,893	20,410	5,016	8,331	3,196	19,737	2,370
Hempstead	20.3	.0092	34.4	9.6	13.4	13.8	35.4	7.3	54,707	16,685	2,399	3,458	4,127	9,013	1,905
Hot Spring	24.8	.0112	32.6	11.4	14.3	16.1	30.5	8.9	67,510	16,986	2,257	8,889	2,955	16,150	1,813
Howard	13.5	.0061	34.8	9.0	14.0	14.2	35.6	5.0	43,685	13,264	1,993	4,175	1,405	10,700	1,830
Independence	27.2	.0123	33.6	11.0	14.6	16.4	31.6	10.2	106,057	22,932	5,589	13,275	3,389	30,909	3,091
Izard	10.6	.0047	40.1	8.4	13.2	14.8	40.2	4.1	19,479	3,123	554	3,403	286	4,750	880
Jackson	21.9	.0099	32.3	11.4	14.3	15.7	30.4	7.9	65,852	16,288	4,751	5,991	1,919	12,600	3,165
Johnson	16.9	.0076	35.3	11.8	13.1	13.7	36.5	6.4	47,113	10,434	2,754	5,092	1,252	16,321	1,575
Lafayette	9.5	.0043	32.4	10.4	13.5	13.1	33.4	3.4	13,130	3,804	533	578	250	3,330	661
Lawrence	20.4	.0092	33.1	11.8	13.5	14.4	33.1	7.9	51,560	14,920	2,009	5,609	1,952	13,121	1,106
Lee	17.5	.0079	27.4	11.6	12.1	13.5	27.3	5.3	26,071	9,722	1,274	1,437	424	5,061	1,036
Lincoln	12.6	.0057	29.1	13.7	15.8	13.9	26.8	3.7	15,976	5,351	1,010	1,177	131	4,093	459
Logan	18.9	.0085	35.3	9.6	13.0	13.9	36.3	6.9	58,056	18,665	3,676	3,923	3,788	15,315	1,381
Lonoke	35.3	.0160	29.7	10.5	15.3	14.5	27.3	11.9	81,424	20,566	2,316	3,410	2,333	24,549	2,89
Madison	11.6	.0052	34.7	9.9	13.1	15.2	34.3	4.1	23,507	5,848	869	1,351	399	8,022	1,314
Marion	12.5	.0056	42.3	8.0	11.3	14.3	42.7	5.4	15,709	5,819	851	207	364	2,551	475
Mississippi	64.6	.0291	27.1	12.7	15.0	14.4	23.8	21.0	182,509	40,994	9,273	25,179	5,865	49,262	5,259
Monroe	14.7	.0067	30.1	10.7	12.9	13.2	30.4	5.1	44,421	12,409	2,674	4,243	1,344	4,900	1,500
Montgomery	6.8	.0030	38.5	8.1	13.0	14.2	39.1	2.6	10,440	4,609	473	1,069	111	416	2
Nevada	11.2	.0051	36.1	9.6	11.8	12.9	38.1	3.9	25,129	6,269	666	1,000	1,704	5,072	98
Newton	7.0	.0031	32.5	10.7	13.3	15.1	31.7	2.7	4,460	2,772	299	88			10
Ouachita	29.0	.0131	32.5	11.0	13.4	16.0	30.6	10.4	95,287	25,173	4,534	10,836	3,822	20,966	1,5
Perry	7.6	.0035	32.4	9.1	14.3	14.0	32.2	2.7	4,916	1,841	323			770	1
Phillips	38.1	.0171	27.7	10.4	13.5	13.2	26.9	12.1	99,049	32,102	4,664	8,210	4,126	18,211	3,4
Pike	8.8	.0040	35.6	9.1	14.5	14.6	36.0	3.3	33,960	10,364	1,084	1,498	210	13,115	1,5
Poinsett	28.2	.0127	30.2	11.9	15.8	15.3	27.1	9.5	65,485	20,317	3,809	3,808	1,874	16,170	2,3
Polk	15.4	.0070	36.2	9.0	13.0	14.1	37.1	5.9	44,784	12,712	1,886	4,824	2,005	9,870	1,0
Pope	37.8	.0171	29.2	15.7	16.0	14.9	25.8	13.2	158,942	33,960	10,126	18,257	5,994	42,562	5,0
Prairie	10.5	.0047	32.8	10.1	14.9	15.2	31.5	3.8	26,486	5,054	636	593	523	9,690	6
Randolph	18.3	.0083	35.2	9.0	13.2	14.9	35.2	6.7	36,849	11,512	1,487	5,254	1,358	6,634	1,1
St. Francis	31.5	.0142	26.5	11.6	14.6	13.3	24.3	9.8	103,620	25,063	5,475	7,808	4,778	18,192	1,9
Scott	8.9	.0040	34.6	9.4	15.7	14.8	34.5	3.5	13,048	3,286	723	771	451	4,021	5
Searcy	8.5	.0039	36.3	10.0	11.9	15.6	35.7	3.3	18,386	5,525	393	968	372	3,140	1,5
Sevier	12.9	.0058	33.5	10.1	14.8	14.6	33.2	4.6	42,236	13,729	2,605	2,154	869	9,562	1,2
Sharp	12.8	.0058	40.5	8.4	11.0	13.9	41.2	5.2	36,289	13,812	2,394	4,423	1,344	5,507	1

ARK. (cont.)
[illegible] ESTIMATES

POPULATION—12/31/79 · RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Stone	8.7	.0039	34.9	8.9	12.8	15.7	34.2	2.9	21,601	6,631	767	1,423	769	4,106	365
Union	46.0	.0208	33.4	10.0	13.9	16.0	31.8	16.9	167,346	40,803	9,862	16,351	7,366	44,311	6,713
Van Buren	11.4	.0051	37.4	9.3	12.1	15.6	36.9	4.2	26,826	7,821	1,219	1,295	877	8,016	1,100
White	49.0	.0221	30.5	15.0	14.4	14.7	28.9	17.5	169,058	42,049	7,798	20,055	5,478	45,382	3,410
Woodruff	10.8	.0048	32.0	10.7	12.2	12.7	33.6	3.9	24,286	9,728	683	400	1,078	3,829	910
Yell	17.2	.0078	33.7	10.6	14.0	14.7	33.5	6.1	33,949	11,291	1,571	1,053	719	6,765	2,167
TOTAL METRO COUNTIES	**859.6**	**.3880**	**29.1**	**13.4**	**16.7**	**15.5**	**24.6**	**302.0**	**3,654,603**	**756,931**	**250,677**	**550,555**	**167,910**	**782,530**	**111,044**
TOTAL STATE	**2,221.8**	**1.0027**	**30.7**	**12.4**	**15.1**	**14.9**	**28.6**	**788.3**	**7,702,117**	**1,793,351**	**472,896**	**942,111**	**322,738**	**1,719,285**	**237,241**

ARK.
[illegible] ESTIMATES

EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
FAYETTEVILLE - SPRINGDALE	**1,039,744**	**14,682**	**7.1**	**17.9**	**27.5**	**21.4**	**.0692**
Benton	402,388	13,729	7.4	19.1	27.9	17.4	.0264
Washington	637,356	15,413	6.9	17.2	27.3	24.2	.0428
• Fayetteville	259,353	15,810	7.3	16.6	23.6	28.8	.0193
• Springdale	157,759	17,280	6.1	16.5	32.1	26.4	.0120
SUBURBAN TOTAL	622,632	13,848	7.3	18.8	27.8	17.9	.0379
FORT SMITH	**1,104,071**	**12,587**	**7.7**	**18.5**	**25.3**	**16.1**	**.0779**
Crawford	185,722	13,239	7.4	19.5	28.7	14.2	.0122
Sebastian	640,593	15,717	6.7	17.6	28.5	24.0	.0457
• Fort Smith	508,245	16,740	6.4	16.2	28.5	27.1	.0385
Le Flore, Okla.	*168,744*	*8,824*	*8.5*	*18.6*	*18.6*	*7.8*	*.0115*
Sequoyah, Okla.	*109,012*	*8,972*	*10.1*	*20.2*	*20.0*	*4.4*	*.0085*
SUBURBAN TOTAL	595,826	10,789	8.5	19.7	23.5	10.1	.0394
LITTLE ROCK - NORTH LITTLE ROCK	**2,862,950**	**17,899**	**5.6**	**14.6**	**28.0**	**30.9**	**.1817**
Pulaski	2,591,744	18,371	5.6	14.1	27.0	32.7	.1647
• Little Rock	1,297,924	17,690	6.0	14.5	25.0	32.4	.0850
• North Little Rock	460,137	17,782	5.8	13.0	27.4	30.0	.0346

[illegible] ESTIMATES

EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Saline	271,206	15,601	6.1	18.0	34.9	17.7	.0170
SUBURBAN TOTAL	1,104,889	18,127	5.2	15.3	31.6	29.4	.0621
PINE BLUFF	**525,134**	**15,047**	**6.0**	**13.7**	**24.7**	**25.3**	**.0345**
Jefferson	525,134	15,047	6.0	13.7	24.7	25.3	.0345
• Pine Bluff	356,078	15,864	5.9	13.2	24.7	27.7	.0260
SUBURBAN TOTAL	169,056	13,472	6.1	14.7	25.2	20.5	.0085
TEXARKANA	**689,950**	**13,702**	**6.6**	**17.5**	**29.1**	**16.1**	**.0489**
Little River	64,208	14,142	5.9	14.3	27.7	19.6	.0041
Miller	196,528	14,419	6.6	16.9	28.5	19.4	.0137
• Texarkana	133,436	14,824	6.2	16.9	28.1	21.2	.0102
Bowie, Tex.	*429,214*	*13,354*	*6.8*	*18.1*	*29.5*	*14.2*	*.0311*
• Texarkana	*239,131*	*12,170*	*8.1*	*17.5*	*26.3*	*13.9*	*.0197*
SUBURBAN TOTAL	317,383	14,414	5.7	17.7	31.7	15.9	.0190
OTHER COUNTIES							
Arkansas	159,037	15,269	5.6	15.1	26.5	24.3	.0099
Ashley	146,924	14,472	6.0	14.2	25.5	22.9	.0092
Baxter	155,882	11,303	9.1	18.6	21.6	15.5	.0101

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Source: ABC, 3/31/80; Survey of Buying Power, 1979.

ARK. (cont.)

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Boone	142,403	11,784	7.1	17.6	24.4	14.1	.0106
Bradley	61,292	10,319	9.1	16.9	22.8	11.6	.0043
Calhoun	21,040	9,525	7.1	16.0	25.7	6.8	.0015
Carroll	79,403	10,736	9.0	19.2	22.7	11.3	.0052
Chicot	65,801	7,866	7.5	15.7	15.2	11.0	.0048
Clark	126,202	13,344	7.2	15.0	26.0	18.7	.0091
Clay	89,828	9,030	8.5	18.4	19.4	8.1	.0058
Cleburne	78,837	9,509	7.1	16.5	19.6	12.5	.0055
Cleveland	35,141	10,948	8.5	18.9	24.0	11.2	.0019
Columbia	153,516	12,745	7.4	14.8	24.3	19.3	.0095
Conway	122,752	11,280	7.4	16.8	25.5	12.4	.0076
Craighead	438,443	15,484	5.9	15.1	26.0	25.5	.0294
☐ Crittenden	252,905	12,510	5.9	12.3	22.4	21.7	.0186
Cross	104,515	13,822	6.6	14.0	24.5	22.3	.0068
Dallas	54,614	12,295	7.5	16.3	25.0	16.6	.0038
Desha	108,818	12,663	6.7	13.9	21.0	22.6	.0071
Drew	89,390	11,505	8.7	15.7	22.0	17.9	.0058
Faulkner	216,975	13,637	7.6	19.2	26.7	18.1	.0155
Franklin	58,911	10,041	8.6	20.4	22.2	7.6	.0042
Fulton	34,937	7,118	8.4	16.8	14.7	5.5	.0023
Garland	399,678	11,541	7.6	17.8	22.7	15.3	.0275
Grant	75,390	13,610	7.3	18.8	29.6	15.0	.0044
Greene	185,040	12,528	7.5	17.5	24.9	16.6	.0118
Hempstead	115,692	12,230	7.2	17.0	22.3	18.8	.0072
Hot Spring	136,233	14,099	6.3	16.8	30.6	16.1	.0088
Howard	68,101	11,860	7.2	20.6	25.4	12.2	.0048
Independence	156,515	12,306	7.6	17.9	25.0	15.6	.0108
Izard	40,108	7,739	7.7	19.2	18.7	3.0	.0029
Jackson	123,211	12,007	8.3	17.8	22.4	17.6	.0081
Johnson	79,523	9,878	8.7	19.4	20.8	9.2	.0055
Lafayette	45,337	11,158	6.0	15.9	25.0	12.3	.0028
Lawrence	103,997	9,608	7.8	15.8	20.1	12.5	.0067
Lee	69,723	8,291	6.9	13.9	17.0	13.3	.0046
Lincoln	53,833	10,234	7.8	14.6	21.2	15.0	.0034
Logan	90,244	10,734	8.3	18.6	25.1	9.0	.0064
Lonoke	180,070	12,266	7.8	17.7	24.1	16.6	.0115
Madison	45,219	8,667	8.3	19.7	16.8	7.9	.0032
Marion	52,924	7,444	9.0	17.6	16.2	3.4	.0033
Mississippi	325,446	12,238	7.1	16.6	23.4	17.5	.0221
Monroe	64,524	8,829	8.0	14.6	18.6	12.2	.0048
Montgomery	38,360	11,698	8.7	14.6	24.0	16.9	.0021
Nevada	47,899	9,262	8.0	16.6	19.5	11.1	.0033
Newton	21,703	5,838	9.5	14.5	10.1	3.0	.0015
Ouachita	163,172	13,017	6.6	14.4	26.1	18.6	.0110
Perry	35,647	10,077	8.1	19.4	20.8	10.1	.0019
Phillips	173,931	9,749	6.8	12.5	19.0	17.7	.0121
Pike	41,539	10,310	8.9	20.6	21.5	9.4	.0032
Poinsett	139,243	11,393	8.8	16.7	23.2	15.5	.0090
Polk	75,644	11,307	7.0	20.4	24.5	10.3	.0053
Pope	229,755	14,578	6.9	16.9	28.0	20.6	.0159
Prairie	52,420	11,000	8.5	18.9	22.0	13.0	.0035
Randolph	82,753	9,509	8.1	19.0	19.4	9.6	.0055
St. Francis	123,131	9,626	6.9	16.2	22.6	9.9	.0101
Scott	33,065	7,800	11.0	19.1	16.3	2.3	.0022
Searcy	33,737	7,748	11.4	18.2	12.8	6.1	.0024
Sevier	68,488	12,935	7.1	15.6	27.1	16.3	.0047
Sharp	51,950	7,780	9.3	15.9	18.3	5.2	.0039
Stone	34,065	8,508	10.6	19.8	13.7	9.0	.0026
Union	290,643	14,297	6.6	14.4	26.4	21.7	.0189
Van Buren	53,757	9,728	9.0	19.0	19.1	10.8	.0035
White	252,632	11,449	7.7	17.2	24.0	14.1	.0179
Woodruff	51,454	9,234	7.8	15.1	19.5	12.7	.0034
Yell	79,900	11,093	8.2	19.6	25.9	8.5	.0053
TOTAL METRO COUNTIES	**5,767,784**	**16,062**	**6.2**	**15.7**	**27.3**	**26.0**	**.3797**
TOTAL STATE	**12,898,141**	**13,150**	**7.0**	**16.4**	**24.8**	**19.3**	**.8594**

VELL DON'T THAT YUST BEAT ALL

Orange County, California has more buying power than Minneapolis/St. Paul.

Minneapolis/St. Paul is too important a market to overlook. More than 2 million people. $14.6 billion buying power. $20,745 average spendable income.

That doesn't even come close to Orange County, California. (We're the SMSA between Los Angeles and San Diego.) Our 1.8 million people have more than $15 billion to spend. Average income? $21,932. Growth rate? 31.9 percent.

The Register's Orange County Metro Group reaches more of Orange County than any other newspaper. Our more than 240,000 subscribers include 50.2 percent of Orange County households with more than $30,000 income. And 73 percent of our subscribers read no other newspaper.

Yumpin' yimminy, you vouldn't vanna overlook that vould ya?

The Register
Orange County MetroGroup

Orange County, CA 92711 Represented nationally by Story & Kelly-Smith
Sources: Media Records, Inc. 1979; S &MM 1979
Survey of Buying Power Data Service; Facts Consolidated, 1978

CALIFORNIA

CAL
ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANAHEIM - SANTA ANA - GARDEN GROVE	**1,913.2**	**.8634**	**28.9**	**13.1**	**18.5**	**19.1**	**19.7**	**715.8**	**9,550,489**	**1,875,267**	**918,289**	**1,291,933**	**547,444**	**1,963,628**	**256,221**
Orange	1,913.2	.8634	28.9	13.1	18.5	19.1	19.7	715.8	9,550,489	1,875,267	918,289	1,291,933	547,444	1,963,628	256,221
• Anaheim	209.9	.0947	28.9	15.0	17.3	20.2	19.3	81.8	995,087	191,559	126,597	90,662	90,820	176,297	28,650
Buena Park	62.6	.0283	26.9	12.2	18.2	21.0	14.3	20.3	358,120	65,463	24,309	88,425	14,417	77,516	12,334
Costa Mesa	80.9	.0365	29.1	14.5	18.6	17.9	21.2	31.5	950,710	91,054	59,693	232,281	56,524	258,554	7,208
Fullerton	102.5	.0463	29.4	15.3	16.2	19.7	21.3	39.9	547,691	90,268	52,038	106,936	21,555	140,039	19,186
• Garden Grove	115.0	.0519	28.0	12.5	18.8	20.0	16.8	40.2	509,003	137,149	49,851	24,757	24,957	136,555	20,448
Huntington Beach	165.0	.0745	27.8	10.9	23.3	19.3	14.0	57.7	738,779	173,372	58,857	97,425	40,903	145,041	22,120
La Habra	46.5	.0210	29.2	13.4	16.0	21.5	19.2	17.4	243,414	39,179	18,112	26,854	12,449	87,339	5,556
Newport Beach	68.1	.0307	34.0	14.9	16.8	20.2	28.1	31.7	529,895	80,972	100,077	61,693	15,116	135,941	13,872
Orange	87.9	.0397	28.7	12.4	18.2	19.9	18.6	31.8	635,516	79,377	44,204	123,247	40,243	125,613	10,824
• Santa Ana	189.5	.0855	27.9	14.4	18.9	16.0	20.7	71.2	1,090,577	176,131	92,416	109,077	68,323	257,371	31,440
Westminster	71.5	.0323	27.3	10.9	20.3	19.4	15.0	24.1	539,505	89,095	30,298	116,366	49,632	114,195	6,012
SUBURBAN TOTAL	1,398.8	.6313	29.2	12.8	18.6	19.3	19.8	522.6	6,955,822	1,370,428	649,425	1,067,437	363,344	1,393,405	175,683
BAKERSFIELD	**376.0**	**.1697**	**29.1**	**12.2**	**16.0**	**16.6**	**24.0**	**126.7**	**1,628,053**	**398,677**	**138,718**	**156,347**	**81,144**	**308,808**	**70,521**
Kern	376.0	.1697	29.1	12.2	16.0	16.6	24.0	126.7	1,628,053	398,677	138,718	156,347	81,144	308,808	70,521
• Bakersfield	90.0	.0406	30.4	12.3	16.1	16.5	26.1	32.7	936,628	166,472	73,409	138,791	61,745	218,167	49,989
SUBURBAN TOTAL	286.0	.1291	28.7	12.2	16.1	16.6	23.3	94.0	691,425	232,205	65,309	17,556	19,399	90,641	20,532

What is the difference between 'median' and 'average'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey*'s information. A helpful explanation of what these column headings mean is provided in a special section titled "Explanation of Terms" that appears at the end of Section A. Most of the inquiries we receive concerning *Survey* data are due to the user's failure to check the "Explanation of Terms" section. You can save yourself time, as well as make more accurate use of *Survey* data, if you read the Explanation.

A BAKERS-FIELD DOZEN

13 Big Reasons to Buy
The Bakersfield Californian*

1. Now in the top 100 SMSA's.
2. California's fastest growing newspaper.
3. Advertise in a city that's one of the 10 fastest growing in California.
4. Dominate a billion dollar retail sales market.
5. Harvest the nation's 2nd most productive agri-business community.
6. Capture California's 3rd largest county.
7. Test market your products in an isolated cross section of American buying habits.
8. Compute your strategy using our supplemental market research.
9. Reach the other half of the southern California market normally missed.
10. Our retail sales per household is 9.2% above California's average.
11. Our retail sales per household is 15% above national.
12. Strike it rich in the nations number one oil producing county.
13. We have the 3rd highest cable incursion in the United States . . . you can't reach this market effectively through television.

The Bakersfield Californian

Represented Nationally By
SAWYER • FERGUSON • WALKER COMPANY, INC.
OR CONTACT OUR GENERAL ADVERTISING DEPARTMENT AT (805) 395-7259

*Sources Available Upon Request

FRESNO AND THE BEE...
GROWING BIGGER TOGETHER

Fresno, the fastest growing city in the State's top 10 with a 3.9% population increase in 1979.* And — Advertising Age has again named Fresno to the Golden Dozen metro areas and central cities. Fresno shows a 112% increase in per capita personal income growth (that's #3 in the nation) and ranks 80th in population.**

The Bee is growing with Fresno. Daily circulation is now at 130,279 and Sunday's is 151,766.***

*State Finance Department, Populations Research Unit
**Advertising Age, December 19, 1979
***ABC Fas-Fax Report for six months, ending 3/31/80

The Fresno Bee
The Bee keeps Fresno buzzing.

McCLATCHY NEWSPAPERS • CRESMER, WOODWARD, O'MARA & ORMSBEE, INC. • NATIONAL REPRESENTATIVES

CAL. (cont.)
ESTIMATES

POPULATION—12/31/79 | RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
FRESNO	**491.7**	**.2219**	**28.7**	**14.0**	**15.1**	**16.1**	**24.4**	**166.4**	**2,189,169**	**503,995**	**171,872**	**267,670**	**110,868**	**471,400**	**106,19**
Fresno	491.7	.2219	28.7	14.0	15.1	16.1	24.4	166.4	2,189,169	503,995	171,872	267,670	110,868	471,400	106,190
• Fresno	201.1	.0908	29.3	15.5	16.0	15.1	25.9	73.7	1,236,366	233,874	116,874	228,155	81,532	185,390	61,918
SUBURBAN TOTAL	290.6	.1311	28.3	12.9	14.8	16.7	23.4	92.7	952,803	270,121	54,998	39,515	29,336	286,010	44,272
LOS ANGELES - LONG BEACH	**7,161.3**	**3.2319**	**31.2**	**13.1**	**17.5**	**17.4**	**26.0**	**2,817.2**	**31,088,897**	**6,827,246**	**3,081,034**	**3,832,173**	**1,740,916**	**5,980,291**	**1,095,324**
Los Angeles	7,161.3	3.2319	31.2	13.1	17.5	17.4	26.0	2,817.2	31,088,897	6,827,246	3,081,034	3,832,173	1,740,916	5,980,291	1,095,324
Alhambra	61.4	.0277	36.9	13.0	16.8	13.5	38.1	28.1	331,381	55,807	24,036	32,755	18,849	122,793	10,255
Arcadia	47.7	.0215	38.1	9.5	12.6	19.5	34.5	19.2	344,897	61,698	43,428	97,095	13,792	22,154	14,515
Baldwin Park	44.7	.0202	26.9	11.9	18.1	15.7	19.7	14.6	110,228	51,508	8,309	1,707	2,641	17,812	2,420

OF AMERICA
100
B 94461764 A
WASHINGTON, D.C.
2
SERIES 1974
2
DOLLARS
100

MONEY TALKS.

And in Southwest Los Angeles County, we have a
9 Billion Dollar Income. And More.

MEDIAN INCOME .$23,814 MEDIAN AGE 31
TOTAL RETAIL SALES........................$4,298,104,000
TOTAL DAILY BREEZE CIRCULATION 103,990

"The Fastest Growing Newspaper in Los Angeles County"

A Copley Newspaper

The Daily Breeze

Sources: ABC 1-1-80
L.A. Co. Regional Planning

HIT HOME.

coverups:
ways to dress bed & body for spring
HOME

Buy into HOME on Sundays and reach the Los Angeles households that account for:

- 54% of every dollar spent on wine and champagne
- 50% of every dollar spent on distilled spirits
- 49% of every dollar spent on vacation and recreation travel
- 45% of every dollar spent on new furniture
- 39% of every dollar spent on groceries

To find out how a schedule in HOME magazine can add impact to your media dollar, call Pete Delano at (213) 972-3026.

Los Angeles Times

Note: Los Angeles refers to Los Angeles and Orange counties.
Source: Consumer Trend Analysis, Los Angeles Times Marketing Research Department, 1979.

DISCOVE
GOLD

5 More Reasons Why You Should Buy the Orange Coast Daily Pilot

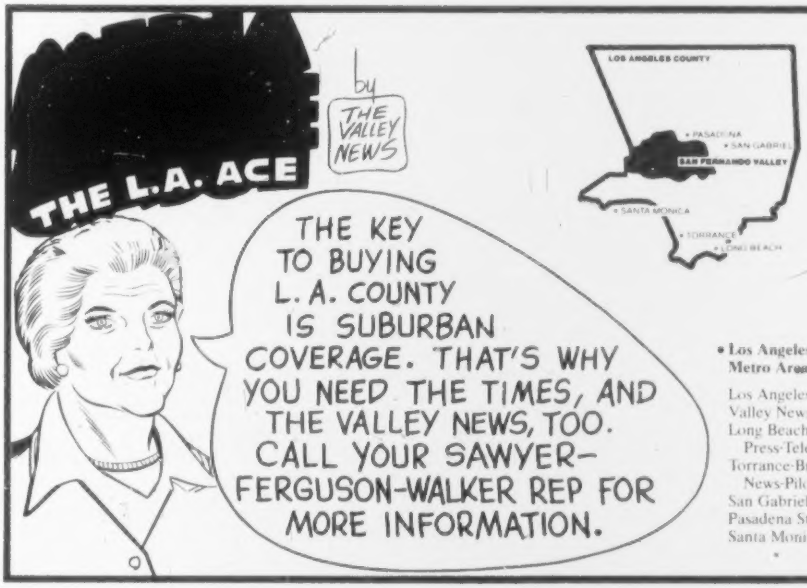
1. Delivers the highest buying income households in the Anaheim-Santa Ana-Garden Grove SMSA (37% higher than inland Orange County).
2. Totally new offset printing capability.
3. Spot color and quality process color available.
4. Select Market Coverage with Coast Life reaches 83% of the county's youngest, most highly educated, affluent BUYING audience.
5. Specially tailored editions make the Daily Pilot THE community news paper for California's leading growth area — the Orange Coast.

Write or call collect
Advertising Director
330 W. Bay Street, P.O. Box 1560
Costa Mesa, CA 92626 (714) 642-4321

WRITE FOR OUR NEW, FREE MARKET FACTS

ORANGE COAST DAILY PILOT

CAL. (cont.) ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Bellflower	52.4	.0236	29.4	18.5	17.9	15.1	25.0	22.0	262,292	47,524	23,459	34,833	16,923	79,958	10,564
Burbank	84.4	.0381	35.0	11.7	17.4	16.3	33.7	37.1	359,554	88,908	45,256	16,656	23,349	66,339	20,845
Carson	80.7	.0364	26.2	9.5	20.1	19.7	12.7	23.3	385,703	81,784	16,897	58,497	14,178	120,285	9,079
Compton	72.3	.0326	24.1	13.0	17.2	16.3	14.9	21.5	189,910	52,173	14,266	34,208	7,242	36,098	9,897
Downey	85.6	.0386	32.1	14.6	16.3	19.2	26.0	33.2	590,731	102,513	42,838	64,802	24,641	240,118	13,470
El Monte	67.7	.0306	28.4	14.4	18.7	14.1	23.5	25.3	335,690	58,119	25,821	27,475	8,807	124,170	10,593
Gardena	45.5	.0205	32.7	12.0	17.5	19.8	26.1	17.6	225,632	74,113	14,601	31,894	8,208	36,727	11,046
Glendale	136.8	.0617	37.8	10.9	16.4	16.1	36.9	63.1	766,821	172,988	54,791	94,519	53,674	179,546	13,286
Hawthorne	55.3	.0250	30.1	13.8	21.1	17.5	22.2	22.3	274,628	46,823	24,033	50,513	12,660	42,247	15,467
Inglewood	87.1	.0393	33.4	14.2	19.7	15.7	31.2	40.0	367,331	96,965	24,426	34,929	16,472	108,569	13,260
Lakewood	81.0	.0366	29.4	11.5	17.4	20.2	20.0	27.3	268,329	56,465	22,145	77,574	10,966	26,317	13,747
• Long Beach	342.6	.1546	34.3	15.6	14.9	15.3	33.7	154.7	1,421,058	291,776	155,835	125,238	90,732	389,328	45,615
• Los Angeles	2,794.6	1.2612	32.0	13.3	17.7	17.5	27.2	1,175.5	12,233,651	2,678,337	1,361,397	1,354,669	801,023	1,931,009	459,900
Lynwood	39.4	.0178	32.6	12.5	16.4	15.0	31.1	15.9	126,539	52,215	8,171	22,106	1,085	13,061	6,631
Montebello	49.6	.0224	32.3	13.9	14.8	17.7	28.3	18.5	202,36[illegible]	58,454	22,197	5,188	9,564	37,572	12,155
Monterey Park	49.9	.0225	31.7	12.3	17.3	19.2	25.0	18.6	171,382	44,656	26,707	4,919	7,254	25,582	10,762
Norwalk	86.1	.0389	26.5	13.1	17.3	19.6	15.7	25.3	294,609	68,977	29,237	29,244	6,667	94,841	10,574

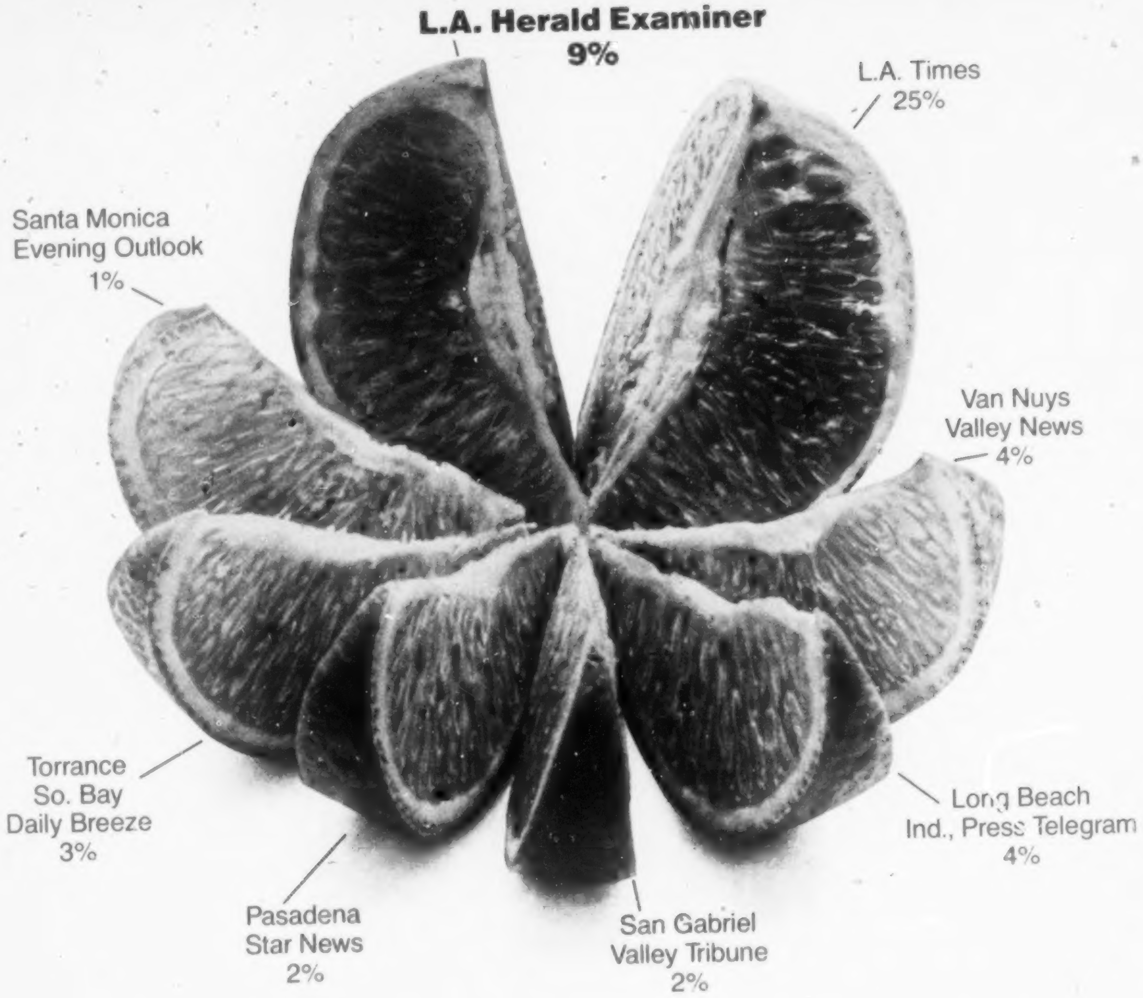

THE L.A. ACE
by THE VALLEY NEWS
THE KEY TO BUYING L. A. COUNTY IS SUBURBAN COVERAGE. THAT'S WHY YOU NEED THE TIMES, AND THE VALLEY NEWS, TOO. CALL YOUR SAWYER-FERGUSON-WALKER REP FOR MORE INFORMATION.
LOS ANGELES COUNTY
PASADENA
SAN GABRIEL
SAN FERNANDO VALLEY
SANTA MONICA
TORRANCE
LONG BEACH

HOW TO BUY L. A. COUNTY.

• **Los Angeles – Long Beach Metro Area**	**% Circulation To Total Households in County**	**Cumulative Penetratio**
Los Angeles Times	26%	26%
Valley News	9%	35%
Long Beach Independent Press-Telegram	5%	40%
Torrance-Breeze/San Pedro News-Pilot	4%	44%
San Gabriel Tribune	3%	47%
Pasadena Star-News	2%	49%
Santa Monica Outlook	1%	51%

© Valley News 1[illegible]

FOR A MAJOR SLICE OF LOS ANGELES COUNTY, YOU NEED THE HERALD EXAMINER



If you're planning a 50-60% household coverage goal in L.A. County, you can't afford to leave out the Herald Examiner.

Every day, it reaches nearly 700,000 people. They help make up a ripe, 30-billion-dollar-a-year market. The second largest retail market in the nation.

To reach your goal quickly and effectively, include the Herald Examiner. It's a faster way to enjoy the fruits of your labor.

THE LOS ANGELES
HERALD EXAMINER

Represented by Hearst Advertising Service

Sources: Sales Management's Survey of Buying Power, July 1979; SRDS "Newspaper Circulation Analysis," Sept. 1980

Are you missing one of the real top 10 markets?

It's PALM SPRINGS.

In the last two months of available data prior to press time, January and February 1980, the Palm Springs Desert Sun ran 1,999,387 and 1,973,988 lines of full run advertising. That's more business than major dailies in 7 OUT OF THE NATION'S 10 LARGEST MARKETS in population size. (Not to mention 11 out of 20 and 18 out of the top 30).

THE DESERT SUN ran more advertising than both daily newspapers in Philadelphia, St. Louis, and Baltimore (#4, #12, and #14 nationally), and more than all four papers in the twin cities of Minneapolis/St. Paul (#15). And this is not an isolated situation — all factors point to a continuation of this trend.

Truly, PLEASURABLE PALM SPRINGS MEANS BIG BUSINESS, TOO . . . and there's only one vehicle that effectively supports your merchandising in this booming market — THE DESERT SUN!

Ask your Branham Newspaper Sales representative for further details.

The Desert Sun
PALM SPRINGS — PALM DESERT

Source — Editor & Publisher

CAL. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
Pasadena	104.8	.0473	35.8	13.2	15.7	14.4	36.4	48.0	735,530	134,833	63,945	143,955	37,949	180,579	15,482
Pico Rivera	51.4	.0232	27.6	11.6	15.8	19.4	18.9	15.2	96,045	46,450	12,222	1,192	3,173	3,638	3,804
Pomona	84.9	.0383	28.3	14.1	16.7	15.4	23.5	30.2	433,114	77,603	34,515	42,565	18,338	143,667	13,255
Redondo Beach	63.4	.0286	28.6	14.0	21.0	16.6	20.0	24.7	290,863	79,493	48,908	40,581	18,273	39,949	8,838
Rosemead	41.3	.0186	30.0	11.4	17.6	14.3	26.9	14.9	132,877	30,659	11,794	25,182	6,883	10,948	6,062
Santa Monica	91.0	.0411	37.5	13.1	19.0	15.6	36.9	45.9	568,723	80,651	70,823	44,311	40,348	151,038	25,004
South Gate	60.9	.0275	35.3	12.2	16.5	14.6	35.7	28.0	183,847	54,596	13,178	13,015	6,615	51,169	8,108
Torrance	129.0	.0582	30.2	12.3	18.3	21.7	19.5	46.5	1,112,740	196,869	75,756	229,756	71,952	248,800	31,985
West Covina	74.0	.0334	28.2	11.5	16.5	22.2	16.6	24.4	446,783	74,184	32,869	94,830	27,222	108,206	15,279
Whittier	71.5	.0323	34.0	15.0	12.7	18.1	30.6	28.6	453,594	95,236	25,671	49,052	29,488	137,443	16,341
SUBURBAN TOTAL	4,024.1	1.8161	30.5	12.7	17.6	17.6	24.5	1,487.0	17,434,188	3,857,133	1,563,802	2,352,266	849,161	3,659,954	589,809
LOS ANGELES - LONG BEACH - ANAHEIM CONSOLIDATED AREA	*11,034.6*	*4.9800*	*30.6*	*13.0*	*17.5*	*17.6*	*24.7*	*4,251.5*	*48,539,510*	*10,451,849*	*4,683,067*	*6,212,615*	*2,620,689*	*9,566,793*	*1,644,301*
MODESTO	**251.1**	**.1133**	**30.2**	**12.3**	**15.5**	**16.0**	**26.6**	**93.3**	**1,122,162**	**252,636**	**84,465**	**154,031**	**72,267**	**189,784**	**47,269**
Stanislaus	251.1	.1133	30.2	12.3	15.5	16.0	26.6	93.3	1,122,162	252,636	84,465	154,031	72,267	189,784	47,269
• Modesto	94.4	.0426	30.1	12.0	17.4	16.1	25.4	36.7	709,723	126,690	54,265	132,939	51,186	120,678	34,183
SUBURBAN TOTAL	156.7	.0707	30.4	12.4	14.4	16.0	27.3	56.6	412,439	125,946	30,200	21,092	21,081	69,106	13,086

TO SEE WHY THE BEE IS THE BUY IN MODESTO-STOCKTON, JUST TAKE A LOOK AT THE RECORD.

STOCKTON RECORD		MODESTO BEE
	Daily	
56,488	*Circulation*	65,063
$.70	*Line Rate*	$.70
$12.39	*Milline*	$10.76
	Sunday	
57,387	*Circulation*	70,960
$.70	*Line Rate*	$.70
$12.20	*Milline*	$9.86

Source: Circulation – ABC Fas-Fax Report, 3/31/80

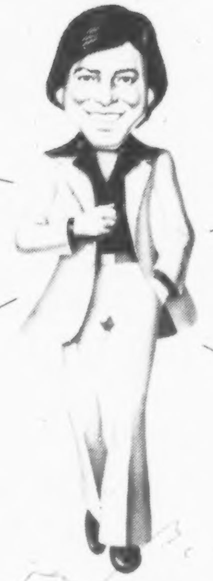
B
© Walt Disney

It's simple. When you want to reach the most for the least in Modesto-Stockton, you're buying The Modesto Bee.

THE MODESTO BEE
Was there really any other choice?

McCLATCHY NEWSPAPERS • CRESMER, WOODWARD, O'MARA & ORMSBEE, INC.
NATIONAL REPRESENTATIVES

Grab a Spanish lover.



He loves a good drink.
And when it comes to
pleasing his palate,
he settles for only the best.

He loves to eat out.
And takes his family to
a fast food restaurant
at least once a week. If not more.

He loves a good smoke.
After all, it was they who discovered
the joys of tobacco.

He loves to look good.
It's all part
of his image.

He is a true Spanish lover. He loves enjoying life and he loves to consume. And there are 1,500,000 like him in the Los Angeles area. But they won't know how much they love your product unless you tell them about it. They read La Opinión. It's their newspaper. Call us collect at (213) 748-1191; and we'll give you all the information you need to grab yourself a new lover.

LA OPINION

Since 1926 the only Spanish language daily in Los Angeles.

CAL. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
OXNARD - SIMI VALLEY - VENTURA	**505.3**	**.2281**	**28.3**	**11.9**	**18.5**	**18.4**	**19.2**	**171.7**	**1,916,634**	**484,638**	**159,704**	**231,570**	**92,136**	**430,323**	**76,74**
Ventura	505.3	.2281	28.3	11.9	18.5	18.4	19.2	171.7	1,916,634	484,638	159,704	231,570	92,136	430,323	76,74
• Oxnard	97.1	.0438	26.8	13.9	16.9	18.3	17.7	32.8	483,749	106,384	37,381	73,862	20,079	108,834	12,59
• Simi Valley	79.8	.0360	25.8	8.4	24.6	17.9	9.5	23.1	228,817	75,284	20,264	49,407	9,984	22,055	7,18
• Ventura	71.9	.0324	31.4	11.6	16.9	18.4	25.6	29.0	468,902	89,179	33,202	65,203	30,322	155,135	13,04
SUBURBAN TOTAL	256.5	.1159	29.1	12.4	17.5	18.5	21.1	86.8	735,166	213,794	68,857	43,098	31,751	144,299	43,92
RIVERSIDE - SAN BERNARDINO - ONTARIO	**1,454.8**	**.6566**	**30.5**	**12.7**	**15.6**	**15.8**	**27.2**	**546.8**	**5,983,490**	**1,264,698**	**524,040**	**856,939**	**240,193**	**1,192,551**	**216,014**
Riverside	639.9	.2888	31.9	11.7	15.1	15.3	30.0	244.3	2,794,604	607,019	244,754	336,895	104,812	606,692	101,19
• Riverside	162.2	.0732	28.9	14.8	15.9	17.5	22.8	58.5	903,092	141,292	[illegible]	180,746	34,591	238,448	24,15
San Bernardino	814.9	.3678	29.5	13.4	16.1	16.2	24.9	302.5	3,188,886	657,679	279,286	520,044	135,381	585,859	114,81
• Ontario	71.5	.0323	28.7	12.5	17.8	15.2	23.7	27.2	317,222	76,148	23,809	19,334	11,088	88,296	11,05
• San Bernardino	108.6	.0490	31.0	13.1	15.6	15.4	28.4	42.8	887,425	90,813	73,831	247,160	57,885	191,398	21,62
SUBURBAN TOTAL	1,112.5	.5021	30.8	12.3	15.5	15.6	27.9	418.3	3,875,751	956,445	356,336	409,699	136,629	674,409	159,18
SACRAMENTO	**980.5**	**.4425**	**29.6**	**14.0**	**16.6**	**18.0**	**23.0**	**361.3**	**4,591,234**	**1,026,893**	**430,153**	**604,300**	**247,925**	**931,861**	**189,032**
Placer	111.1	.0502	32.7	11.0	14.5	18.4	28.2	39.9	526,476	136,280	59,346	5,174	12,581	146,833	29,838

RIVERSIDE
PRESS & ENTERPRISE
RIVERSIDE PRESS & ENTERPRISE
LARGEST NEWSPAPERS IN THE 25TH METRO MARKET
E.B.I. OVER $9. BILLION
Riverside is Largest City by nearly 50%
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RIVERSIDE COUNTY
L.A.
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Offering a rich, juicy slice of Southern California

We're the largest newspapers in the largest city in the 25th Metro Market

We're the golf capital of the world

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The 1980 SALES BUILDER CATALOG of products and services for the sales and marketing executive is now available. To get yours, just send a note to: Ms. Laurie Amato
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san bernardino county...
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DON'T OVERLOOK THE LARGEST PART OF THE NATION'S 25TH LARGEST MARKET . . .

SAN BERNARDINO COUNTY

Less than 10% coverage by any
Los Angeles daily newspaper

THE SUN
San Bernardino
Gannett Newspaper Advertising Sales

newsplan

CAL. (cont.) ESTIMATES	POPULATION--12/31/79								RETAIL SALES BY STORE GROUP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Sacramento	760.2	.3430	29.6	13.5	16.9	18.3	22.5	283.1	3,638,496	773,439	329,662	594,206	221,672	689,731	139,318
• Sacramento	264.7	.1195	32.3	13.3	15.4	16.3	29.5	111.0	1,287,048	300,647	144,924	173,216	80,198	213,589	36,078
Yolo	109.2	.0493	26.8	21.2	17.1	15.5	20.5	38.3	426,262	117,174	41,145	4,920	13,672	95,297	19,876
SUBURBAN TOTAL	715.8	.3230	28.7	14.3	17.1	18.7	20.9	250.3	3,304,186	726,246	285,229	431,084	167,727	718,272	152,954
SALINAS - SEASIDE - MONTEREY	**285.5**	**.1289**	**26.8**	**17.5**	**16.2**	**15.2**	**21.6**	**84.4**	**1,165,401**	**239,305**	**122,983**	**104,039**	**60,060**	**224,665**	**52,540**
Monterey	285.5	.1289	26.8	17.5	16.2	15.2	21.6	84.4	1,165,401	239,305	122,983	104,039	60,060	224,665	52,540
• Monterey	28.0	.0126	28.4	17.6	20.0	14.2	22.5	9.7	211,375	30,294	34,670	13,019	12,064	36,543	7,659
• Salinas	77.5	.0350	29.1	11.3	15.9	17.1	23.5	25.0	482,596	114,813	31,880	57,694	32,301	85,658	23,675
• Seaside	36.2	.0163	22.0	28.1	13.3	12.8	11.7	9.5	140,896	6,438	11,454	11,826	8,235	81,402	2,347
SUBURBAN TOTAL	173.8	.0650	27.6	18.2	16.2	15.1	22.9	40.2	330,534	87,760	44,979	21,500	7,460	21,062	18,859
SAN DIEGO	**1,841.2**	**.8309**	**28.3**	**17.5**	**16.1**	**16.1**	**23.2**	**704.4**	**7,512,742**	**1,490,114**	**718,601**	**1,173,634**	**447,294**	**1,424,469**	**220,709**
San Diego	1,841.2	.8309	28.3	17.5	16.1	16.1	23.2	704.4	7,512,742	1,490,114	718,601	1,173,634	447,294	1,424,469	220,709
Chula Vista	85.7	.0387	29.2	13.0	16.6	18.6	21.8	35.0	362,727	63,818	28,960	86,917	23,155	57,110	14,360
El Cajon	69.6	.0314	29.6	13.3	16.4	17.0	24.2	28.0	718,311	83,578	46,448	146,763	30,846	186,338	24,646
National City	47.6	.0215	24.4	27.2	17.0	14.0	16.8	14.3	345,454	46,032	15,751	65,353	9,335	117,389	7,131
Oceanside	69.0	.0311	27.8	16.0	14.6	15.4	24.1	28.2	257,369	51,488	24,297	49,312	10,189	51,498	9,438
• San Diego	829.7	.3744	28.3	18.4	16.7	15.8	23.2	337.5	3,474,935	684,586	400,034	525,112	260,530	605,257	93,740
SUBURBAN TOTAL	1,011.5	.4565	28.3	16.8	15.6	16.3	23.1	366.9	4,037,807	805,528	318,567	648,522	186,764	819,212	126,969

The Sacramento Bee's Circulation Gain Biggest In U.S. Market Grows Too.

With the largest percentage circulation increase in the United States of the top 100 ABC local newspapers, The Sacramento Bee's daily circulation is now over 203,700. That outstrips the other Sacramento paper by over 99,900 — that's 96% better coverage. On Sunday we sell over 233,000 papers — over 127,000 more papers than the nearest competition — an incredible 121% better Sunday coverage.*

Sacramento is the hub of the rapidly growing Sacramento SMSA. The 1980 forecast for population growth puts Sacramento ahead of the San Francisco-Oakland and San Jose Markets in percentage gain.** 88% of The Sacramento Bee's total gain is in the 3-county hub of the Sacramento Market Area. You get 78% more coverage in this area than Sacramento's other daily newspaper.

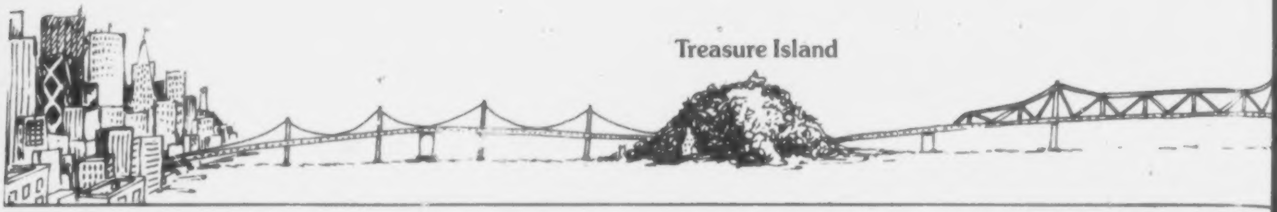
*ABC Fas-Fax Report for six months ending 3/31/80. Computations by McClatchy Research
**United California Bank Forecast 1980

The Sacramento Bee
Nobody else even comes close.

McCLATCHY NEWSPAPERS • CRESMER, WOODWARD, O'MARA & ORMSBEE, INC. • NATIONAL REPRESENTATIVES

To put the San Francisco Bay on your side

San Francisco
Pop. 640,000
(City and County)



First, let's talk numbers.

Circulation for the Oakland Tribune/Eastbay Today has now hit the 200,000 mark. And here's how it happened.

A few months back we introduced Eastbay Today, the new Sunrise edition of the Oakland Tribune. It was a tremendous success. And it is growing every day.

In short, we think the reading habits of the San Francisco Bay Area will never be the same. Now the Oakland Tribune is read by more people on the East side of the Bay than any other newspaper. In fact we're read by 64%* more East Bay people than the San Francisco Examiner an Chronicle combined.

But a newspaper is more tha numbers.

The Oakland Tribune is part o

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*Chronicle/Examiner East Bay circulation based on September 1, 1979 ABC annual audit. Our circulation based on current sales data. 6/9/80.
**Media Records.

CAL. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
SAN FRANCISCO - OAKLAND	**3,222.7**	**1.4544**	**31.8**	**13.9**	**18.1**	**17.7**	**26.5**	**1,311.1**	**14,683,264**	**3,213,895**	**1,599,932**	**1,867,709**	**817,835**	**2,646,752**	**654,905**
Alameda	1,114.8	.5031	30.6	15.4	18.1	16.6	25.4	449.5	4,691,245	1,036,399	444,172	543,439	230,964	1,003,476	229,604
Alameda	71.3	.0322	29.6	17.7	15.5	15.5	26.1	27.7	244,658	63,770	23,822	18,708	7,038	64,704	19,080
Berkeley	108.1	.0488	28.3	27.7	21.2	11.9	23.9	49.6	468,129	99,223	53,168	11,253	35,240	87,704	15,032
Fremont	123.5	.0557	27.2	10.4	19.9	20.7	13.7	39.1	594,246	111,484	43,526	90,022	26,904	167,695	24,352
Hayward	96.3	.0435	27.9	15.2	18.7	18.1	18.7	34.8	700,116	114,082	45,609	118,738	35,470	205,649	38,143
● Oakland	328.1	.1481	33.7	14.2	16.5	15.2	32.7	148.6	1,265,895	276,325	137,566	130,382	63,993	255,574	57,792

San Francisco. The City is just the beginning...

of the San Francisco-Oakland Metro Area, the nation's highest ranked major metropolitan market in per capita E.B.I.

In this 5-county area which generates over $13 billion in retail sales, The San Francisco Chronicle and The San Francisco Examiner, with more than 1½ million adult readers, reach 63% of the adult population and 87% of those who earn $25,000 or more annually.

San Francisco newspapers are the only single print media buy that effectively covers this lucrative marketing area.

San Francisco Chronicle
San Francisco Examiner

San Francisco Newspaper Agency Agent for San Francisco Chronicle/San Francisco Examiner
Represented nationally by Sawyer-Ferguson-Walker. Sources: IMPACT San Francisco/Scarborough Research, 5-issue reach; S&MM Survey of Buying Power 1979

get 200,000 households on our side.

East Bay
Pop. 1.7 Million
(Contra Costa and Alameda Counties)

Gannett, the largest newspaper company in the United States. The Gannett News Service, which serves the Tribune, won a Pulitzer Prize in May of this year and that makes a total of 12 Pulitzer awards for Gannett.

And for daily columns of news, we beat the others by a mile. We averaged 12% more news than the Chronicle and 20% more than the Examiner for the first four months of 1980.**

It's facts like these that have made people call us the fastest growing paper in America.

The Oakland Tribune/Eastbay Today. We now reach 200,000 households and we're reaching further every day.

So before you buy the Bay, think about our side of the story.

THE OAKLAND TRIBUNE/EASTBAY TODAY A Gannett Newspaper
409 Thirteenth Street, P.O. Box 24304, Oakland, CA 94623
National Advertising: (415) 645-2521 • Local Advertising: (415) 645-2530 • Classified Advertising: (415) 645-2121

CAL. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
San Leandro	67.7	.0306	36.7	12.0	13.2	19.4	32.8	28.6	445,207	99,588	34,265	91,886	26,563	90,268	14,010
Contra Costa	**641.8**	**.2897**	**30.9**	**12.1**	**17.4**	**19.4**	**23.4**	**228.7**	**2,659,854**	**619,472**	**204,248**	**458,476**	**140,302**	**444,334**	**126,484**
Concord	103.5	.0467	28.3	12.4	19.7	20.3	16.4	34.6	576,435	100,660	37,507	109,212	29,479	142,283	18,995
Richmond	71.5	.0323	31.3	13.4	16.9	16.9	26.8	27.5	265,337	36,265	12,957	69,446	21,654	53,696	4,261
Marin	**226.0**	**.1020**	**32.4**	**11.3**	**20.0**	**20.6**	**24.2**	**87.6**	**1,103,749**	**253,369**	**122,107**	**99,158**	**58,619**	**235,621**	**47,555**
San Francisco	**647.0**	**.2920**	**34.4**	**14.9**	**18.5**	**15.8**	**33.0**	**315.5**	**3,262,107**	**677,461**	**539,689**	**351,267**	**206,091**	**358,773**	**104,714**
• San Francisco	647.0	.2920	34.4	14.9	18.5	15.8	33.0	315.5	3,262,107	677,461	539,689	351,267	206,091	358,773	104,714
San Mateo	**593.1**	**.2676**	**32.0**	**12.8**	**18.5**	**18.9**	**25.5**	**229.8**	**2,966,309**	**627,194**	**289,716**	**415,369**	**181,859**	**604,548**	**146,548**
Daly City	76.3	.0344	29.9	14.4	19.7	19.5	20.4	28.8	464,255	71,871	37,337	109,613	46,280	81,742	20,588
Redwood City	54.9	.0248	32.5	15.2	18.6	17.3	28.1	23.5	365,946	75,006	28,246	33,759	11,834	117,552	25,279
San Mateo	78.3	.0353	34.4	12.3	17.4	17.7	31.2	33.2	536,160	91,379	53,026	101,064	21,191	83,464	24,827

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial Purchasing Power, published in April, provides data on total manufacturing activity at the county level, as well as local market information on 457 customer industries that buy goods and services from consumer and industrial products manufacturers.

THE BUCK ~~STOPS~~ STARTS HERE!

In the San Francisco Bay Area market. . .the big bucks begin in Marin. At **$28,054** . . Marin County's **87,600** households have the highest Average Household Effective Buying Income of any county in California. And last year, our **226,000** people racked up **$1,103,749,000** in Retail Sales with a Total Effective Buying Income of **$2,457,547,000.**

For over 100 years, the Independent-Journal, Marin County's only daily newspaper, has been first in reaching these affluent, free-spending families. With **45,644** in daily circulation, six days a week. . .**93.6%** home-delivered. . .the I-J is selected statistically over all other media as giving Marin adults "the most helpful information" for their shopping.

If you're buying the Bay Area. . .begin in Marin. Buy the I-J. We reach the spenders and, at our modest rates, you can afford the frequency you need.

The INDEPENDENT-JOURNAL *is* Marin County.

P. O. Box 330, San Rafael, CA 94902 • (415) 454-3020 Ken Svanum, National Advertising Manager

Represented nationally by California Newspaper Markets, Inc., Burlingame, California and Western Dailies in New York, Chicago and Detroit
Member: Golden Gate Suburban Group

Source: © S&MM Survey of Buying Power, July 1980
Audit Bureau of Circulations, March 31, 1980
Publisher's Statement, subject to audit
Market Opinion Research, 1977

CAL. (cont.) ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
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South San Francisco	50.7	0229	30.0	12.7	17.6	20.4	20.8	18.4	197,362	61,827	17,106	12,272	21,545	25,111	2,873
SUBURBAN TOTAL	2,247.6	1.0143	30.8	13.5	18.5	18.6	23.7	847.0	10,155,262	2,260,109	922,677	1,386,060	547,751	2,032,405	492,399
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***4,797.9***	***2.1652***	***30.7***	***14.0***	***18.7***	***17.7***	***24.3***	***1,878.4***	***22,048,814***	***4,707,882***	***2,244,325***	***2,828,479***	***1,253,229***	***4,239,659***	***941,742***
SAN JOSE	**1,262.7**	**.5698**	**28.6**	**14.3**	**20.2**	**18.3**	**18.8**	**454.4**	**6,176,709**	**1,212,495**	**528,448**	**842,910**	**381,072**	**1,335,429**	**226,976**
Santa Clara	1,262.7	.5698	28.6	14.3	20.2	18.3	18.8	454.4	6,176,709	1,212,495	528,448	842,910	381,072	1,335,429	226,976
Mountain View	56.8	0256	29.5	18.5	27.3	15.7	19.3	26.0	412,114	69,591	30,613	118,470	31,363	36,031	22,527
Palo Alto	55.7	0251	33.2	12.8	18.4	19.2	27.5	24.4	418,299	58,465	49,139	72,687	15,339	77,425	7,346
• San Jose	603.3	.2723	27.6	14.2	21.6	17.0	17.0	209.8	2,483,466	516,223	203,570	314,839	161,845	540,534	82,948
Santa Clara	84.2	0380	28.2	16.8	19.3	18.4	18.4	30.4	643,262	99,602	44,795	111,498	42,209	174,198	31,664
Sunnyvale	106.3	0480	28.9	14.0	21.6	19.6	17.1	39.7	560,480	89,156	43,812	14,668	15,718	241,745	15,496
SUBURBAN TOTAL	659.4	.2975	29.7	14.4	19.0	19.3	20.6	244.6	3,693,243	696,272	324,878	528,071	219,227	794,895	144,028

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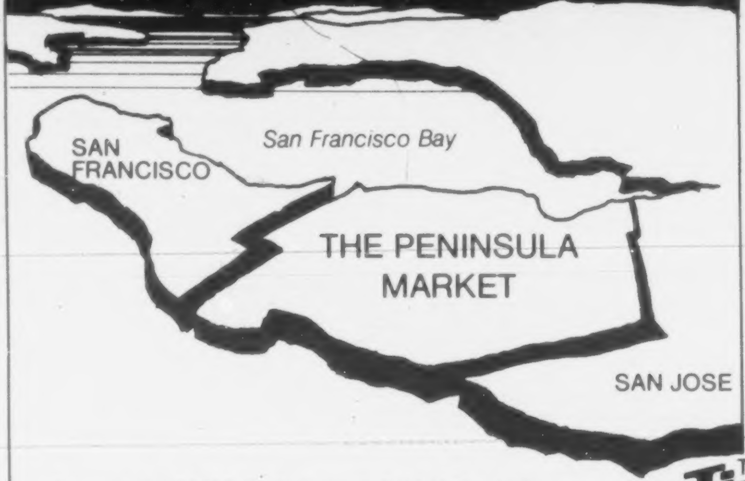

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Yankelovich, Skelly & White, 1980, ABC 3-30-80

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CAL. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SANTA BARBARA - SANTA MARIA - LOMPOC	**297.2**	**.1342**	**29.3**	**17.1**	**17.0**	**16.5**	**23.8**	**107.6**	**1,274,736**	**260,802**	**157,682**	**117,686**	**73,680**	**201,532**	**50,019**
Santa Barbara	297.2	.1342	29.3	17.1	17.0	16.5	23.8	107.6	1,274,736	260,802	157,682	117,686	73,680	201,532	50,019
• Lompoc	24.8	.0112	26.0	19.1	20.9	16.2	15.0	8.3	94,105	23,528	7,261	12,110	5,691	18,717	2,876
• Santa Barbara	75.7	.0342	37.8	13.4	14.9	14.3	38.3	34.4	519,668	107,969	74,116	46,825	35,153	90,908	19,375
• Santa Maria	37.1	.0167	29.2	13.7	17.8	16.4	23.2	13.3	324,440	40,111	20,680	36,681	19,417	74,653	13,236
SUBURBAN TOTAL	159.6	.0721	26.9	19.4	17.1	17.6	18.5	51.6	336,523	89,194	55,625	22,070	13,419	17,254	14,532
SANTA CRUZ	**180.0**	**.0813**	**33.5**	**13.4**	**13.5**	**14.3**	**33.7**	**70.8**	**820,050**	**194,600**	**80,041**	**76,989**	**32,904**	**152,924**	**38,394**
Santa Cruz	180.0	.0813	33.5	13.4	13.5	14.3	33.7	70.8	820,050	194,600	80,041	76,989	32,904	152,924	38,394
• Santa Cruz	39.9	.0180	35.0	17.4	11.6	13.4	36.6	17.2	353,034	66,274	36,850	29,007	18,423	91,898	10,784
SUBURBAN TOTAL	140.1	.0633	33.2	12.2	14.1	14.5	32.9	53.6	467,016	128,326	43,191	47,982	14,481	61,026	27,610

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CAL. (cont.)

[illegible] ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SANTA ROSA	**282.5**	**.1275**	**32.3**	**11.9**	**15.3**	**15.4**	**30.4**	**108.7**	**1,324,213**	**320,283**	**113,576**	**136,218**	**63,474**	**223,327**	**53,014**
Sonoma	282.5	.1275	32.3	11.9	15.3	15.4	30.4	108.7	1,324,213	320,283	113,576	136,218	63,474	223,327	53,014
• Santa Rosa	77.9	.0352	34.2	12.2	14.3	15.9	33.0	32.6	586,933	103,124	48,504	107,869	40,787	88,540	30,892
SUBURBAN TOTAL	204.6	.0923	31.6	11.8	15.6	15.2	29.5	76.1	737,280	217,159	65,072	28,349	22,687	134,787	22,122
STOCKTON	**322.1**	**.1454**	**31.1**	**12.9**	**14.9**	**16.5**	**27.6**	**109.2**	**1,397,761**	**318,716**	**118,791**	**160,418**	**76,513**	**297,589**	**70,201**
San Joaquin	322.1	.1454	31.1	12.9	14.9	16.5	27.6	109.2	1,397,761	318,716	118,791	160,418	76,513	297,589	70,201
• Stockton	127.8	.0577	30.9	15.3	14.5	15.4	28.6	46.0	695,142	118,482	61,214	138,944	41,786	159,092	22,667
SUBURBAN TOTAL	194.3	.0877	31.2	11.3	15.4	17.3	26.9	63.2	702,619	200,234	57,577	21,474	34,727	138,497	47,534
VALLEJO - FAIRFIELD - NAPA	**312.5**	**.1410**	**29.2**	**14.5**	**16.3**	**16.4**	**24.2**	**112.9**	**1,188,841**	**281,492**	**115,945**	**117,860**	**54,322**	**257,478**	**59,861**
Napa	95.5	.0431	33.9	12.4	14.8	16.5	31.9	36.3	359,677	96,241	33,937	28,234	15,054	71,734	16,009
• Napa	51.0	.0230	31.4	12.4	16.8	16.7	27.2	20.7	303,077	79,074	23,840	27,809	14,053	65,824	13,524
Solano	217.0	.0979	27.5	15.4	17.2	16.4	20.7	76.6	829,164	185,251	82,008	89,626	39,268	185,744	43,852
• Fairfield	58.8	.0265	24.0	16.6	19.2	18.2	10.3	17.7	223,559	31,665	19,446	38,338	11,213	55,562	13,383
• Vallejo	73.4	.0331	30.3	14.4	14.8	15.2	27.8	28.6	334,157	70,283	21,731	44,966	18,929	96,515	16,757
SUBURBAN TOTAL	129.3	.0584	30.8	14.4	15.7	16.2	27.2	45.9	328,048	100,470	50,928	6,747	10,127	39,577	16,197
OTHER COUNTIES															
Alpine	.8	.0004	32.4	6.5	19.5	15.4	29.6	.3	1,575	297	627	108			
Amador	18.5	.0083	37.9	9.8	13.7	15.5	37.5	7.5	88,231	28,188	6,570	4,542	2,753	23,780	2,000
Butte	136.9	.0618	32.4	15.8	13.4	14.1	32.5	54.5	573,278	148,421	49,517	47,666	34,061	99,734	23,257
Calaveras	19.6	.0088	40.5	8.0	13.1	16.1	39.8	7.6	46,696	18,211	5,694	434	2,305	3,039	2,524
Colusa	13.2	.0060	33.0	10.3	14.1	16.1	31.1	5.2	40,140	13,361	5,340	1,647	1,284	4,309	3,035
Del Norte	16.6	.0074	31.4	10.1	14.5	16.7	28.0	6.6	67,992	21,361	8,840	1,655	2,104	7,388	1,567
El Dorado	81.7	.0369	33.0	10.3	15.6	18.1	28.7	32.8	359,918	93,853	42,718	8,694	12,501	39,407	25,402
Glenn	20.6	.0093	33.6	9.7	13.4	16.3	31.9	7.6	65,272	20,282	6,456	2,229	1,373	11,185	1,421
Humboldt	110.4	.0498	29.4	15.5	16.0	15.9	25.1	41.4	443,045	122,162	41,341	28,889	14,343	67,869	33,034
Imperial	94.2	.0425	27.4	11.5	14.5	16.3	22.6	30.9	336,402	93,984	24,159	45,860	9,666	50,932	18,354
Inyo	18.5	.0084	36.0	8.5	14.1	17.5	33.5	7.6	88,785	18,621	11,098	3,529	1,224	16,841	2,845
Kings	73.3	.0331	26.5	14.5	17.6	14.9	20.2	24.2	226,011	57,684	17,343	18,019	8,735	55,684	10,560
Lake	32.1	.0145	48.7	5.9	9.7	13.2	48.9	14.2	114,996	43,270	8,126	867	4,835	20,778	6,188
Lassen	20.2	.0091	31.4	13.6	14.0	17.7	27.2	7.9	74,117	20,604	6,396	2,223	1,351	15,655	6,274
Madera	53.5	.0241	30.8	10.6	13.4	15.7	28.7	19.4	181,739	50,575	17,534	3,399	6,496	34,994	9,369
Mariposa	10.0	.0045	38.9	9.9	13.0	15.5	38.6	4.1	29,593	10,156	2,107	309	300	319	689
Mendocino	65.8	.0297	32.4	9.8	14.8	16.4	29.8	24.9	306,015	84,076	31,517	13,516	9,522	51,758	19,220
Merced	129.3	.0584	27.0	13.6	15.3	16.4	21.3	43.8	432,635	108,847	37,767	42,631	16,958	86,449	21,314
Modoc	8.9	.0040	35.3	8.7	14.0	17.5	32.8	3.6	27,992	4,678	2,074	649	730	8,282	1,045
Mono	8.3	.0037	31.2	11.5	18.2	18.8	24.2	3.2	40,720	13,292	8,262	748	753	179	898
Nevada	46.4	.0209	39.5	8.3	12.2	14.9	39.6	19.9	196,045	50,670	19,650	5,432	5,373	24,059	7,192
Plumas	15.5	.0070	35.6	8.3	13.1	18.1	32.6	6.2	73,382	17,430	6,515	11,150	645	12,641	3,042
San Benito	22.1	.0100	29.0	11.7	14.2	15.3	26.2	7.9	80,604	23,364	4,028	953	1,941	12,213	3,189
San Luis Obispo	152.5	.0688	30.6	18.3	14.4	14.0	29.7	57.1	589,225	148,261	71,755	28,957	28,156	101,959	25,687
Shasta	110.0	.0496	31.2	10.9	16.2	17.3	26.5	41.9	593,977	134,771	37,753	49,327	24,690	108,593	35,422
Sierra	3.2	.0014	40.4	7.1	12.4	17.6	38.7	1.3	4,356	615	719	193		1,160	228
Siskiyou	37.7	.0171	34.3	10.3	13.9	17.6	31.5	14.9	137,309	46,809	13,786	2,174	2,951	16,246	6,840
Sutter	49.9	.0225	29.9	12.0	16.7	17.0	24.4	18.5	199,396	54,529	14,069	16,927	7,086	32,290	19,177
Tehama	37.3	.0169	32.9	10.3	15.3	16.8	30.1	14.2	142,144	32,937	9,858	4,296	2,756	36,419	3,187
Trinity	12.0	.0054	34.1	7.8	15.1	16.9	31.7	4.9	19,548	7,967	2,201	1,857	171	459	1,048
Tulare	230.5	.1040	29.2	11.8	14.8	15.2	26.3	81.0	928,269	226,206	54,305	108,914	35,203	233,381	34,275
Tuolumne	32.2	.0145	34.8	10.3	16.3	17.4	32.3	12.7	130,523	38,956	13,267	1,206	4,337	17,045	10,806
Yuba	48.7	.0219	27.1	14.2	18.4	16.2	19.3	16.5	156,977	39,516	14,681	10,352	7,441	30,811	12,527
TOTAL METRO COUNTIES	**21,140.3**	**9.5408**	**30.3**	**13.8**	**17.3**	**17.3**	**24.6**	**8,062.7**	**93,613,845**	**20,165,752**	**9,064,274**	**11,992,426**	**5,140,047**	**18,232,811**	**3,483,932**
TOTAL STATE	**22,870.7**	**10.3215**	**30.3**	**13.7**	**17.1**	**17.2**	**24.8**	**8,707.0**	**100,410,752**	**21,959,706**	**9,660,347**	**12,461,778**	**5,392,091**	**19,458,669**	**3,835,548**

STOCKTON Metro No. 2

Sacramento/Stockton ADI
Sacramento
San Francisco
Stockton

in the Sacramento-STOCKTON ADI
Ranked 23rd Nationally

SMSA	Pop. (000)	EBI ($000)	Retail Sales ($000)	Food Sales ($000)
Sact'o.	930.5	6,074,503	3,638,496	1,026,893
STOCKTON	322.1	2,167,187	1,397,761	318,716

dominated by ONE newspaper
the Stockton RECORD, reaching
141,125 adult readers

Maximum outside daily (S.F. Chron.) newspaper home coverage less than 9%

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Advertising Representatives: Gannett Newspaper Advertising Sales

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ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
ANAHEIM - SANTA ANA - GARDEN GROVE	**17,500,110**	**22,350**	**3.9**	**11.5**	**30.3**	**41.5**	**1.0361**
Orange	17,500,110	22,350	3.9	11.5	30.3	41.5	1.0361
● Anaheim	1,874,224	21,100	4.1	12.6	33.4	36.6	.1105
Buena Park	488,517	22,110	3.1	10.7	38.5	38.4	.0329
Costa Mesa	657,540	19,470	4.9	14.6	30.3	33.1	.0598
Fullerton	1,043,638	22,957	3.4	11.0	28.6	44.4	.0600
● Garden Grove	908,717	21,681	3.6	11.1	37.4	36.8	.0557
Huntington Beach	1,495,534	24,100	3.0	9.4	31.1	46.8	.0861
La Habra	404,041	21,886	3.7	11.8	32.9	39.4	.0249
Newport Beach	1,026,251	25,663	3.4	10.2	21.2	51.2	.0558
Orange	755,100	22,165	4.1	11.0	30.9	40.4	.0527
● Santa Ana	1,392,130	17,854	5.6	16.5	32.6	27.0	.0970
Westminster	559,352	22,470	3.0	10.8	34.9	40.2	.0420
SUBURBAN TOTAL	13,325,039	23,287	3.6	10.7	28.9	44.7	.7729
BAKERSFIELD	**2,313,027**	**16,209**	**6.2**	**15.3**	**29.7**	**24.2**	**.1604**
Kern	2,313,027	16,209	6.2	15.3	29.7	24.2	.1604
● Bakersfield	625,277	17,590	5.4	12.6	28.5	28.9	.0591
SUBURBAN TOTAL	1,687,750	15,799	6.5	16.2	30.2	22.5	.1013
FRESNO	**3,017,316**	**15,474**	**6.7**	**15.6**	**28.0**	**23.5**	**.2115**
Fresno	3,017,316	15,474	6.7	15.6	28.0	23.5	.2115
● Fresno	1,281,948	15,369	6.4	14.6	28.0	23.1	.0995
SUBURBAN TOTAL	1,735,368	15,552	7.0	16.4	28.0	23.7	.1120
LOS ANGELES - LONG BEACH	**61,425,789**	**18,680**	**5.1**	**14.0**	**28.5**	**32.4**	**3.5946**
Los Angeles	61,425,789	18,680	5.1	14.0	28.5	32.4	3.5946

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Alhambra	555,737	17,719	5.2	14.8	30.3	28.5	.0339
Arcadia	583,262	23,465	3.6	11.8	24.7	46.1	.0340
Baldwin Park	259,726	16,562	5.4	18.1	36.2	20.6	.0158
Bellflower	423,036	17,934	4.9	15.5	34.5	25.8	.0267
Burbank	781,897	19,266	5.0	15.5	31.0	32.3	.0439
Carson	539,810	22,595	3.4	11.5	35.1	40.6	.0370
Compton	342,609	14,806	6.8	18.8	33.8	15.4	.0235
Downey	829,155	22,534	3.4	11.3	31.4	42.3	.0533
El Monte	413,070	15,041	6.7	19.6	33.3	16.9	.0302
Gardena	382,963	20,868	4.1	12.7	32.4	35.7	.0236
Glendale	1,378,020	18,505	5.1	14.5	27.4	33.0	.0808
Hawthorne	456,403	19,518	4.8	15.6	35.9	30.2	.0284
Inglewood	757,024	17,227	5.7	17.2	32.9	25.3	.0437
Lakewood	672,591	23,321	2.5	9.0	37.4	43.0	.0372
● Long Beach	3,031,198	16,210	5.7	14.2	27.0	26.7	.1726
● Los Angeles	24,344,950	16,777	5.9	15.2	26.2	29.0	1.4178
Lynwood	280,047	16,269	5.7	16.5	35.5	20.1	.0165
Montebello	412,647	19,871	4.5	13.3	31.6	34.5	.0241
Monterey Park	447,867	21,974	3.5	12.6	30.0	41.1	.0241
Norwalk	546,518	20,705	2.9	12.4	42.3	31.7	.0346
Pasadena	1,083,465	16,933	5.9	14.4	24.4	31.2	.0678
Pico Rivera	319,390	20,212	3.8	13.0	39.1	32.0	.0178
Pomona	560,660	17,044	5.8	15.6	32.1	24.8	.0396
Redondo Beach	556,688	21,352	3.8	10.8	33.0	37.5	.0328
Rosemead	260,724	16,452	5.6	16.2	33.8	21.7	.0163
Santa Monica	921,440	16,545	5.9	15.9	26.3	28.4	.0559

If the *Survey of Buying Power* is important to your work, you owe it to yourself to see and evaluate the new 1980 *Survey of Buying Power* DATA SERVICE. For more information, see the brochure in this magazine.

Buying the Los Angeles ADI?

The **INDEPENDENT/PRESS-TELEGRAM**

delivers the Long Beach EXCEPTION

THE LOS ANGELES ADI DEFINITION
Counties include: Inyo, Kern (east), Los Angeles, Orange, Riverside (west), San Bernardino (west) and Ventura.

THE LOS ANGELES TIMES IS VITAL TO MOST SEGMENTS OF THE ADI.
For example: The primary market for the Los Angeles Valley News has 32% coverage by the L.A. Times. The primary market for the South Bay Breeze has 29% coverage by the L.A. Times. Even Orange County, the primary market for the Register, has 24% coverage by the L.A. Times.

THE EXCEPTION to this dominant coverage pattern by the L.A. Times...

THE **INDEPENDENT/PRESS-TELEGRAM**

where the L.A. Times coverage is ONLY 15.7%. This rich market is made up of 18 communities lining the Pacific Ocean. Important statistics include...
8.6% of the ADI Population and
12.1% of the ADI Retail Sales

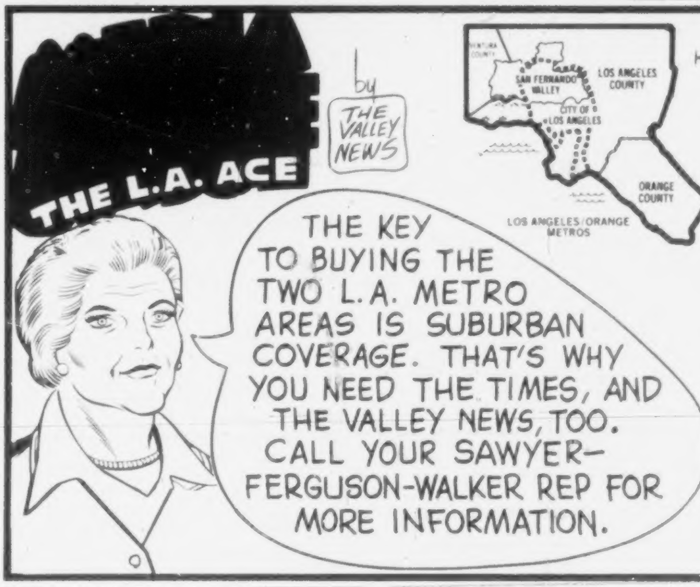
Be Analytical... Buy the EXCEPTION in the Los Angeles ADI

INYO COUNTY
KERN COUNTY (East)
LOS ANGELES COUNTY
VENTURA COUNTY
SAN BERNARDINO COUNTY (West)
RIVERSIDE COUNTY (West)
ORANGE COUNTY
LONG BEACH

Sources: ABC Audit, 1978 SMM, Western Viewpoint 1979

THE EXCEPTION IN THE LOS ANGELES ADI THE LONG BEACH **INDEPENDENT PRESS-TELEGRAM**

BUY THE LONG BEACH
INDEPENDENT/PRESS-TELEGRAM
604 Pine Avenue, Long Beach, Ca 90844
(213) 435-1161 From L.A. (213) 775-6211
Represented Nationally by KNIGHT-RIDDER Newspaper Sales


THE L.A. ACE
by THE VALLEY NEWS
VENTURA COUNTY
SAN FERNANDO VALLEY
LOS ANGELES COUNTY
CITY OF LOS ANGELES
ORANGE COUNTY
LOS ANGELES/ORANGE METROS
THE KEY TO BUYING THE TWO L.A. METRO AREAS IS SUBURBAN COVERAGE. THAT'S WHY YOU NEED THE TIMES, AND THE VALLEY NEWS, TOO. CALL YOUR SAWYER-FERGUSON-WALKER REP FOR MORE INFORMATION.

HOW TO BUY THE TWO L.A. METRO AREAS.

• **Los Angeles – Long Beach Metro Area**	**% Circulation To Total Households in Metro Area**	**Cumulative % Penetration**
Los Angeles Times	26%	26%
Valley News	9%	35%
Long Beach Independent Press-Telegram	5%	40%
Torrance Breeze/San Pedro News-Pilot	4%	44%
San Gabriel Tribune	2%	46%
Pasadena Star-News	2%	48%
Santa Monica Outlook	1%	49%
• **Los Angeles Orange County Metro Area**		
Los Angeles Times	23%	23%
Valley News	6%	29%
Orange County Metro Group	6%	35%
Long Beach Independent Press-Telegram	4%	39%
Torrance Breeze/San Pedro News-Pilot	2%	41%
San Gabriel Tribune	2%	43%

© Valley News 1980

CAL. (cont.)

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000-$9,999 (B) $10,000-$14,999 (C) $15,000-$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
South Gate	466,634	15,436	6.6	19.0	33.6	18.1	.0261
Torrance	1,209,941	24,975	2.6	9.4	29.0	50.0	.0866
West Covina	659,815	25,338	2.3	7.7	31.4	51.2	.0422
Whittier	711,086	21,591	4.3	11.7	26.9	40.8	.0438
SUBURBAN TOTAL	34,049,641	20,290	4.4	13.1	30.3	35.8	2.0042
LOS ANGELES - LONG BEACH - ANAHEIM CONSOLIDATED AREA	***92,665,883***	***19,022***	***5.0***	***13.8***	***29.2***	***32.7***	***5.4990***
MODESTO	**1,949,321**	**17,877**	**6.2**	**13.7**	**26.4**	**31.6**	**.1208**
Stanislaus	1,949,321	17,877	6.2	13.7	26.4	31.6	.1208
• Modesto	828,476	20,479	4.6	11.4	27.1	37.4	.0581
SUBURBAN TOTAL	1,120,845	16,294	7.2	15.2	25.9	27.8	.0627
OXNARD - SIMI VALLEY - VENTURA	**3,564,208**	**19,202**	**4.8**	**14.3**	**34.6**	**29.9**	**.2205**
Ventura	3,564,208	19,202	4.8	14.3	34.6	29.9	.2205
• Oxnard	592,818	16,465	6.1	19.0	34.7	21.0	.0434
• Simi Valley	507,489	21,292	2.5	10.7	47.0	32.1	.0306
• Ventura	602,794	19,091	5.2	13.3	31.9	31.1	.0410
SUBURBAN TOTAL	1,861,107	19,482	4.8	14.0	31.8	32.4	.1055
RIVERSIDE - SAN BERNARDINO - ONTARIO	**10,175,776**	**16,209**	**6.2**	**15.6**	**29.8**	**24.0**	**.6478**
Riverside	4,406,085	15,352	6.7	15.9	28.4	22.7	.2882
• Riverside	1,193,402	18,218	5.3	13.7	30.3	29.9	.0820
San Bernardino	5,769,691	16,876	5.9	15.3	31.0	25.2	.3596
• Ontario	474,039	16,267	5.7	16.3	33.6	20.8	.0318
• San Bernardino	739,205	14,767	6.6	16.7	28.5	20.7	.0626
SUBURBAN TOTAL	7,769,130	16,087	6.4	15.7	29.7	23.8	.4714
SACRAMENTO	**7,638,407**	**18,943**	**4.9**	**13.8**	**30.2**	**32.2**	**.4797**
Placer	843,582	19,033	4.6	12.8	30.1	32.1	.0539
Sacramento	6,074,503	19,323	4.8	13.7	30.0	33.3	.3792

Who are the people with the 8th highest household income in the U.S.?

U.S. per household income

Rank	Market	Income
1	Honolulu	$29,985
2	Washington, D.C.	28,872
3	Nassau/Suffold	28,171
4	New Brunswick	26,971
5	Anaheim	26,609
6	Bridgeport	26,392
7	San Jose	25,821
8	Sacramento	25,801
9	Long Beach	25,332
10	Oxnard	24,975

The Union People are a unique, exclusive segment of the Sacramento Primary Market Area.

The Union's growth and readership make it a Must Sacramento Buy. The Union has passed 112,000 in May 1980, with a readership over 350,000.

Sacramento is the West's only large Metro market where 2 newspapers compete head-to-head in the morning. Duplication is low. Newspaper loyalty is high. Combined, the two newspapers deliver a daily 70% penetration of the PMA, the highest of any major western city.

We're The Union People

The Sacramento Union
California's new basic buy.

Sacramento is an upscale market.

A large government and military presence combine with a strong agricultural base to make it virtually recession-proof. It is a market that has been growing rapidly since 1967, and will reach 1 million population in 1980.

During the period 1967 - 80, the Sacrament PMA has grown 58%. The Union kept pace with a 50% growth, while the other morning paper grew only 14%.

The Union is the newspaper with the proven track record of growth. The Union understands and has grown with the market. Its competitor commands a steadily-shrinking share of the PMA (down from 60% to 43% in 12 years).

No newspaper delivers all of Sacramento. Sacramento is a two-newspaper town.

The Union People should be your people too.

SOURCE: ABC Audit Reports for 12 months ending March 31, 1967 and 1980; calculations by The Sacramento Union (Marketing Research Department). Marketing Economics Guide, 1978-79 (Marketing Economics Institute, Inc.)

CAL. (cont.)
[illegible]ESTIMATES

EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group:
(A) $8,000–$9,999
(B) $10,000–$14,999
(C) $15,000–$24,999
(D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
● Sacramento	2,127,627	16,423	5.9	15.0	27.1	27.2	.1331
Yolo	720,322	16,353	6.0	15.7	30.4	24.4	.0466
SUBURBAN TOTAL	5,510,780	19,978	4.5	13.3	31.5	34.4	.3466
SALINAS - SEASIDE - MONTEREY	**1,886,774**	**17,923**	**5.6**	**15.7**	**30.2**	**29.1**	**.1234**
Monterey	1,886,774	17,923	5.6	15.7	30.2	29.1	.1234
● Monterey	212,460	18,716	5.5	15.0	31.7	30.4	.0162
● Salinas	523,299	18,835	4.9	13.4	31.0	31.1	.0395
● Seaside	193,121	14,232	7.3	22.6	32.3	14.3	.0140
SUBURBAN TOTAL	957,894	18,327	5.7	15.7	29.0	31.0	.0537
SAN DIEGO	**14,125,990**	**16,763**	**6.1**	**16.3**	**30.7**	**25.1**	**.8566**
San Diego	14,125,990	16,763	6.1	16.3	30.7	25.1	.8566
Chula Vista	657,276	17,540	5.0	16.5	33.8	25.1	.0403
El Cajon	527,871	17,421	5.4	14.8	34.5	24.3	.0469
National City	291,532	13,886	8.1	21.3	31.7	13.3	.0250
Oceanside	479,960	14,770	7.8	18.5	29.2	20.0	.0298
● San Diego	6,731,941	16,264	6.3	16.5	28.8	25.2	.4003
SUBURBAN TOTAL	7,394,049	17,192	6.0	16.2	32.3	25.1	.4563
SAN FRANCISCO - OAKLAND	**30,883,788**	**20,827**	**4.3**	**12.1**	**28.0**	**38.1**	**1.7410**
Alameda	10,000,558	19,907	4.6	12.2	28.6	35.3	.5680
Alameda	647,939	19,202	5.0	14.5	28.3	34.6	.0347
Berkeley	982,838	14,975	6.5	15.4	24.0	25.9	.0559
Fremont	1,036,897	25,291	2.1	6.7	32.9	51.1	.0633
Hayward	760,246	21,082	3.6	12.1	36.5	35.2	.0558
● Oakland	2,834,899	15,871	5.8	14.8	27.1	25.6	.1600
San Leandro	685,244	22,569	4.0	10.5	30.8	42.0	.0423
Contra Costa	5,656,145	22,739	3.5	10.1	30.1	42.7	.3226
Concord	818,587	23,331	3.1	9.4	34.5	43.4	.0541
Richmond	532,536	17,984	5.1	13.9	32.7	27.0	.0319
Marin	2,457,547	24,844	3.4	10.0	24.9	49.5	.1336

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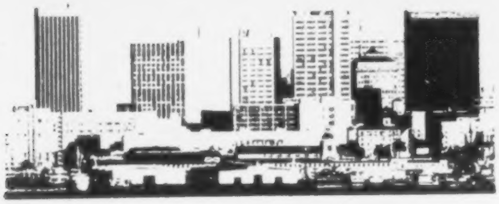
GOODBUY SAN DIEGO.
HELLO UNION-TRIBUNE.



FACT: Southern California is America's Number One Marketplace.

FACT: You can't cover Southern California without San Diego.

FACT: No one covers San Diego better than the Union-Tribune.

MORE FACTS: Call our National Representatives, Sawyer-Ferguson-Walker for 7 books about San Diego . . . the Market Overview ☐ Automotive ☐ Travel ☐ Liquor ☐ Books ☐ Groceries ☐ Business Activity ☐ and samples of the best 4 color work ever.

The San Diego Union
The Evening Tribune

Copley Newspapers represented by Sawyer-Ferguson-Walker

CAL. (cont.)

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
San Francisco	6,507,832	16,518	5.5	15.9	26.6	28.2	.3696
• San Francisco	6,507,832	16,518	5.5	15.9	26.6	28.2	.3696
San Mateo	6,261,706	24,475	3.0	9.8	27.8	48.4	.3472
Daly City	673,469	22,316	3.2	11.6	34.0	40.1	.0434
Redwood City	533,284	21,376	3.9	13.1	30.2	38.2	.0338
San Mateo	859,046	23,681	3.6	10.5	27.7	45.9	.0517
South San Francisco	443,947	23,132	2.7	9.8	34.5	42.8	.0250
SUBURBAN TOTAL	21,541,057	23,082	3.5	10.3	28.7	44.0	1.2114
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***45,413,182***	***21,602***	***4.1***	***11.7***	***27.6***	***40.3***	***2.5808***
SAN JOSE	**12,269,228**	**24,883**	**3.2**	**9.4**	**26.1**	**49.6**	**.7016**
Santa Clara	12,269,228	24,883	3.2	9.4	26.1	49.6	.7016
Mountain View	653,042	23,465	3.4	11.6	29.2	45.3	.0392
Palo Alto	734,314	26,540	3.6	9.5	21.1	53.1	.0419
• San Jose	5,239,910	23,931	3.4	9.7	27.3	46.7	.3003
Santa Clara	775,477	24,373	3.4	10.3	26.5	48.1	.0533
Sunnyvale	1,084,542	26,265	2.6	8.6	26.9	53.8	.0620
SUBURBAN TOTAL	7,029,318	25,829	3.1	9.2	24.8	52.3	.4013

ESTIMATES

EFFECTIVE BUYING INCOM 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buyir Powe Inde
SANTA BARBARA - SANTA MARIA - LOMPOC	**2,486,056**	**20,036**	**5.2**	**12.9**	**26.9**	**36.9**	**.146**
Santa Barbara	2,486,056	20,036	5.2	12.9	26.9	36.9	.146
• Lompoc	173,228	19,704	5.9	12.9	31.3	32.8	.010
• Santa Barbara	699,079	16,563	5.8	14.7	25.6	29.0	.046
• Santa Maria	294,204	20,469	5.2	12.0	30.3	36.0	.023
SUBURBAN TOTAL	1,319,545	22,391	4.6	11.9	26.4	43.0	.066
SANTA CRUZ	**1,294,758**	**15,044**	**6.2**	**14.3**	**24.9**	**25.2**	**.0841**
Santa Cruz	1,294,758	15,044	6.2	14.3	24.9	25.2	.0841
• Santa Cruz	284,664	12,476	6.7	14.3	21.7	21.4	.0243
SUBURBAN TOTAL	1,010,094	15,903	6.1	14.3	25.9	26.4	.0598
SANTA ROSA	**2,130,485**	**17,078**	**5.6**	**13.2**	**28.4**	**27.2**	**.1360**
Sonoma	2,130,485	17,078	5.6	13.2	28.4	27.2	.1360
• Santa Rosa	672,320	18,537	5.4	12.5	26.4	32.0	.0476
SUBURBAN TOTAL	1,458,165	16,528	5.7	13.5	29.3	25.2	.0884

Need to know more? Go deeper? Develop a finer analysis?
The new 1980 *Survey of Buying Power* DATA SERVICE can help.
For more information, see the brochure in this magazine.

The Unbeatable Combination . . .

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CONTRA COSTA COUNTY
Oakland
San Francisco
SAN FRANCISCO COUNTY
Pacific Ocean
EO COUNTY
San Jose

The Golden Gate Suburban Group, the "Unbeatable Combination," delivers over 200,000 affluent Bay Area households.

The Golden Gate Suburban Group, with 203,522 circulation in California's highest income county, Marin, California's second highest income county, San Mateo and the affluent suburban areas of Southern Alameda County, delivers the "Cream-of-the-Crop," of the San Francisco/Oakland SMSA.

The GGSG is the "Unbeatable Combination" because it takes the best of the nation's seventh largest SMSA, and gives it to you in one easy package, a 1-order, 1-bill, newspaper buy with a 6% discount, plus a Newsplan discount.

GOLDEN GATE SUBURBAN GROUP

The Golden Gate Suburban Group Market:

Population	1,321,500
Households	487,100
Effective Buying Income Per Household	$23,648
Total Effective Buying Income	$11.5 Billion
Total Retail Sales	$5.8 Billion

The Golden Gate Suburban Group newspapers:

THE INDEPENDENT-JOURNAL, serves Marin County, ABC daily paid circulation: 45,644

THE SAN MATEO TIMES, the only daily newspaper published in San Mateo County, ABC daily paid circulation: 48,002.

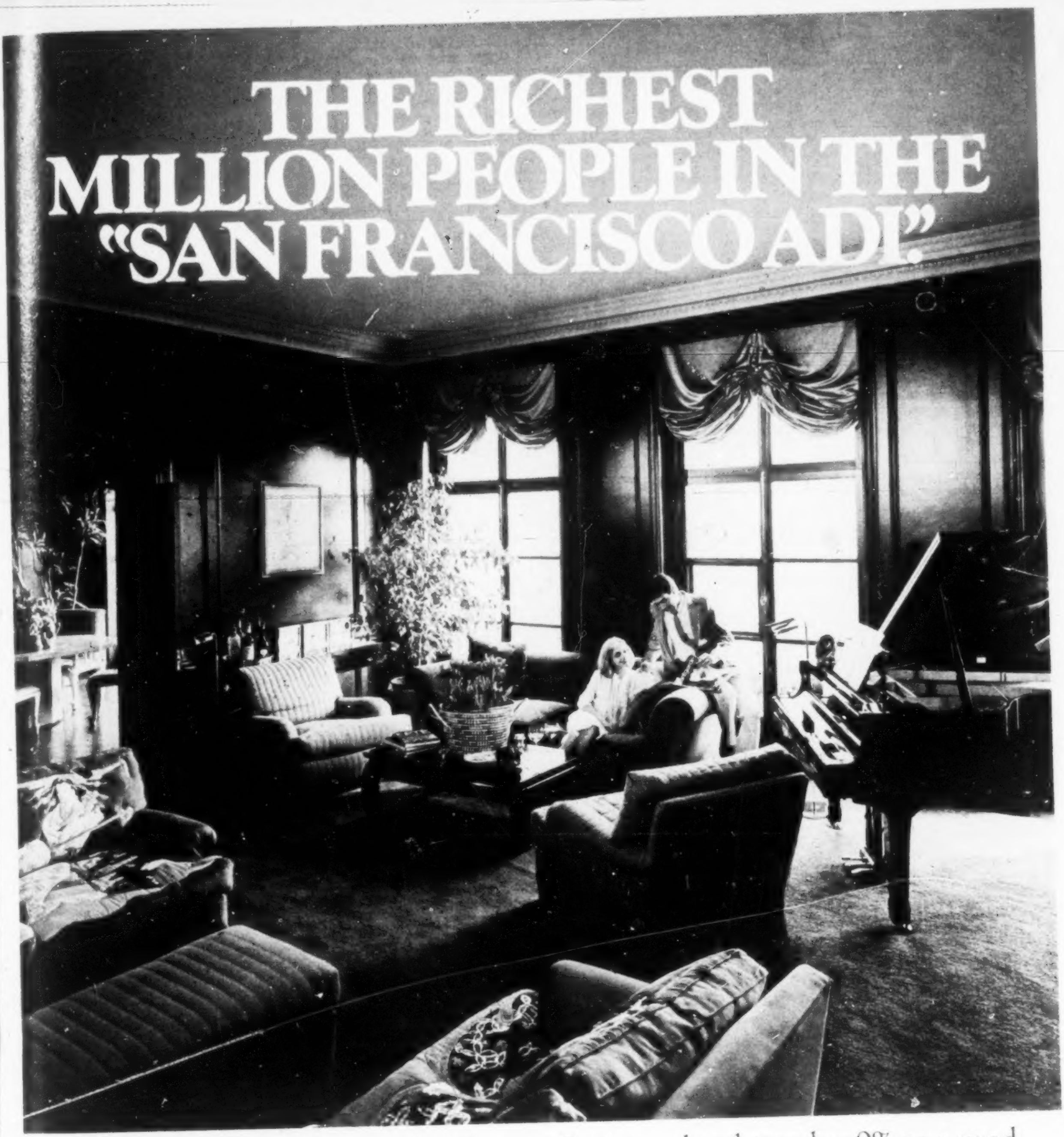
ALAMEDA COUNTY BAY SPARKS NEWSPAPERS, serves Southern Alameda County. The Hayward Daily Review, ABC daily paid circulation: 42,922. The Fremont-Newark Argus ABC daily paid circulation: 18,359. The Livermore Tri-Valley Herald, ABC daily paid circulation: 14,506. The Danville Tri-Valley News, Published Wednesday, Friday and Sunday, verified audited circulation: 34,089.

Total GGSG Circulation: 203,522.

The GGSG is a 1-order, 1-bill newspaper buy. The rate is $2.16 per line, representing a 6% discount, plus a Newspla discount. Insertion orders are to be sent to: Golden Gat Suburban Group, c/o California Newspaper Markets, P. C Box 1427, Burlingame, California 94010, (415) 342-943

Printing materials are to be sent to individual paper Independent-Journal (1 set), 1040 "B" Street, San Rafa CA 94902; San Mateo Times (1 set), 1080 So. Amphle Blvd., San Mateo, CA 94402; The Sparks Newspapers sets), P. O. Box 5050, Hayward, CA 94540.

Represented by California Newspaper Markets, Burlingam California and Western Dailies, New York, Detroit ar Chicago.



THE RICHEST MILLION PEOPLE IN THE "SAN FRANCISCO ADI."

Santa Clara County's 1.2 million people have an average household EBI of $24,673, the highest in the ADI.*

The Mercury News really reaches The San Jose SMSA (Santa Clara County): 54% daily, 5-issue reach 69%. The San Francisco Chronicle/Examiner barely reaches 9% on a good day. That's why the Mercury News is #1 in display, classified and total linage in the Bay Area.

THE SAN JOSE MERCURY NEWS

Reaching California's richest
million people.

*Among major counties. Sources: Sales and Marketing Management Survey of Buying Power, 1979. San Jose "CMS," 1978-79, Belden Associates. Represented by Knight-Ridder Newspaper Sales.

CAL. (cont.)
S&MM ESTIMATES

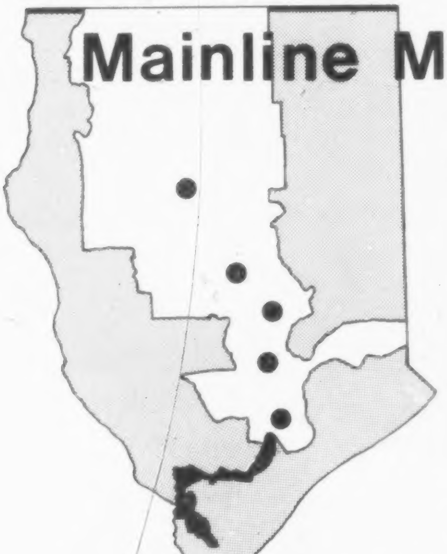
EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
STOCKTON	**2,167,187**	**17,558**	**5.4**	**13.0**	**30.0**	**27.6**	**.1432**
San Joaquin	2,167,187	17,558	5.4	13.0	30.0	27.6	.1432
• Stockton	879,431	16,475	5.7	12.7	28.2	25.8	.0622
SUBURBAN TOTAL	1,287,756	18,265	5.2	13.2	31.6	28.7	.0810
VALLEJO - FAIRFIELD - NAPA	**2,260,166**	**17,865**	**5.4**	**15.1**	**31.7**	**27.5**	**.1382**
Napa	623,846	15,879	5.9	15.8	33.8	19.2	.0400
• Napa	352,674	16,231	5.6	16.1	35.5	18.8	.0257
Solano	1,636,320	19,011	5.2	14.7	30.5	31.5	.0982
• Fairfield	406,426	20,378	3.8	15.1	33.4	34.9	.0254
• Vallejo	574,294	18,703	5.3	14.4	30.7	29.7	.0357
SUBURBAN TOTAL	926,772	17,176	6.0	15.0	29.7	27.3	.0514
OTHER COUNTIES							
Alpine	4,809	13,625	7.3	20.0	27.0	19.3	.0003
Amador	124,906	14,719	6.4	19.0	30.9	18.0	.0085
Butte	912,884	13,726	7.6	15.5	25.8	20.3	.0599
Calaveras	123,339	13,711	6.9	17.4	28.1	17.1	.0071
Colusa	93,210	14,335	7.4	18.0	28.8	18.8	.0055
Del Norte	108,793	15,137	6.0	18.5	34.1	16.4	.0072
El Dorado	584,883	16,007	6.6	15.6	31.4	22.3	.0375
Glenn	133,264	15,026	6.6	18.3	29.3	20.8	.0084
Humboldt	827,301	17,751	5.3	13.1	31.4	27.6	.0503
Imperial	510,436	14,043	7.6	18.9	28.1	18.4	.0357
Inyo	146,031	17,769	4.3	12.5	33.0	25.5	.0092
Kings	435,392	14,853	7.0	18.9	28.5	21.0	.0278
Lake	174,923	9,379	9.6	16.5	21.0	9.6	.012
Lassen	123,001	13,863	7.2	21.2	31.5	13.4	.008
Madera	337,109	14,425	7.9	16.7	27.0	21.2	.021
Mariposa	48,387	9,911	9.7	21.5	23.0	5.1	.003
Mendocino	444,083	15,674	6.3	15.7	30.6	21.7	.029
Merced	776,864	14,966	6.9	18.7	28.2	21.7	.050
Modoc	54,188	13,230	9.5	16.7	30.0	13.0	.003
Mono	49,129	15,175	5.3	18.2	39.4	11.5	.003
Nevada	318,849	13,845	6.8	18.3	28.8	16.8	.020
Plumas	109,685	15,962	5.1	18.1	34.8	18.9	.007
San Benito	160,156	17,391	5.4	15.2	29.5	28.2	.009
San Luis Obispo	988,838	14,332	7.1	15.6	28.6	19.5	.064
Shasta	791,359	17,229	5.6	14.3	31.2	25.9	.054
Sierra	22,963	13,755	6.0	17.6	23.6	21.7	.001
Siskiyou	282,435	17,204	5.2	13.6	33.8	24.2	.0167
Sutter	359,094	16,749	6.7	15.8	29.3	26.4	.0223
Tehama	237,871	14,960	6.0	18.0	31.5	18.4	.015
Trinity	78,942	15,350	6.4	15.6	38.0	13.4	.0042
Tulare	1,410,959	14,358	7.9	17.5	26.8	21.2	.0957
Tuolumne	184,406	12,940	6.3	20.3	29.5	12.3	.0130
Yuba	241,189	12,161	9.2	24.1	24.8	11.9	.017
TOTAL METRO COUNTIES	**177,088,386**	**19,162**	**5.0**	**13.6**	**28.8**	**33.3**	**10.5423**
TOTAL STATE	**188,288,064**	**18,811**	**5.1**	**13.8**	**28.9**	**32.4**	**11.2746**

Northern California's

Mainline Markets



	FLAT RATE	GROUP RATE
REDDING RECORD SEARCHLIGHT	.48	.42
CHICO ENTERPRISE RECORD	.32	.29
OROVILLE MERCURY REGISTER	.23	.19
MARYSVILLE APPEAL DEMOCRAT	.30	.27
SACRAMENTO THE UNION	1.18	.91
TOTAL	2.51	2.08

Rate effective July 1, 1980
Guaranteed to January 1, 1981

save

17%

Northern California's
largest discount group

Over 200,000
daily circulation

11 counties
534,300 households

Branham
NEWSPAPER SALES

Allowance should be made for the 6 column format in Redding

COLORADO

COLO. S&MM ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
COLORADO SPRINGS	**298.8**	**.1348**	**24.7**	**19.5**	**17.1**	**16.0**	**16.2**	**99.4**	**1,210,363**	**230,420**	**99,878**	**147,944**	**68,906**	**280,040**	**23,958**
El Paso	291.3	.1314	24.6	19.8	17.1	16.0	15.9	96.4	1,192,706	226,827	98,185	147,540	68,629	279,385	23,363
• Colorado Springs	191.9	.0866	26.4	16.2	17.7	16.0	18.7	70.4	1,076,322	202,362	84,150	136,614	61,803	271,661	21,437
Teller	7.5	.0034	31.3	8.1	16.9	17.9	25.9	3.0	17,657	3,593	1,693	404	277	655	595
SUBURBAN TOTAL	106.9	.0482	23.3	25.5	16.0	16.0	11.6	29.0	134,041	28,058	15,728	11,330	7,103	8,379	2,521
DENVER - BOULDER	**1,584.0**	**.7150**	**29.0**	**13.9**	**19.2**	**18.2**	**20.2**	**571.6**	**7,176,249**	**1,503,407**	**714,815**	**919,879**	**347,000**	**1,514,337**	**180,985**
Adams	244.3	.1103	26.8	12.3	21.2	19.1	13.5	76.1	1,062,208	276,214	74,839	170,455	33,970	189,084	18,430
Arapahoe	268.7	.1213	28.6	11.9	18.7	20.7	17.4	91.6	1,547,329	244,163	113,128	261,917	52,069	455,130	32,573
Aurora	143.2	.0646	26.8	18.1	21.1	18.3	14.5	48.5	730,236	165,681	53,182	146,005	25,032	123,001	12,445
Boulder	179.0	.0808	27.2	20.1	20.6	16.0	18.0	66.1	827,695	177,108	78,435	58,129	47,140	169,648	28,394
• Boulder	90.3	.0408	25.0	28.9	20.4	13.4	16.1	34.0	405,417	86,627	44,874	31,535	26,633	65,804	11,084
Denver	501.1	.2262	30.8	16.2	17.7	15.2	27.3	206.4	2,132,223	459,443	301,541	206,702	147,268	310,275	54,144
• Denver	501.1	.2262	30.8	16.2	17.7	15.2	27.3	206.4	2,132,223	459,443	301,541	206,702	147,268	310,275	54,144
Douglas	25.0	.0113	29.5	8.2	17.3	19.8	20.6	7.7	35,752	12,659	2,682	316	908	7,975	1,512
Gilpin	2.3	.0010	34.3	9.5	15.7	17.9	30.9	1.0	3,771	432	1,692	51		57	47
Jefferson	363.6	.1641	29.4	10.7	20.2	20.6	18.1	122.7	1,567,271	333,388	142,498	222,309	65,645	382,168	45,885
Arvada	82.9	.0374	27.9	8.1	21.3	22.3	12.7	25.0	237,834	59,842	20,913	35,323	6,398	18,321	6,004
Lakewood	140.5	.0634	29.5	10.6	21.6	20.6	17.4	48.1	768,237	97,875	64,220	154,308	47,285	252,599	16,233
SUBURBAN TOTAL	992.6	.4480	28.5	11.4	19.9	20.1	17.0	331.2	4,638,609	957,337	368,400	681,642	173,099	1,138,258	115,757
FORT COLLINS	**136.7**	**.0617**	**26.5**	**22.1**	**17.3**	**13.6**	**21.8**	**48.7**	**632,294**	**122,989**	**58,634**	**59,812**	**33,732**	**138,705**	**15,130**
Larimer	136.7	.0617	26.5	22.1	17.3	13.6	21.8	48.7	632,294	122,989	58,634	59,812	33,732	138,705	15,130
• Fort Collins	69.3	.0313	23.9	33.5	16.0	11.4	17.6	23.8	369,948	77,247	33,621	54,301	20,015	79,230	5,278
SUBURBAN TOTAL	67.4	.0304	30.7	10.4	18.4	16.0	26.0	24.9	262,346	45,742	25,013	5,511	13,717	59,475	9,852
GREELEY	**115.2**	**.0520**	**27.2**	**18.0**	**16.2**	**15.0**	**22.4**	**39.1**	**355,967**	**78,383**	**31,762**	**43,171**	**18,536**	**68,840**	**8,042**
Weld	115.2	.0520	27.2	18.0	16.2	15.0	22.4	39.1	355,967	78,383	31,762	43,171	18,536	68,840	8,042
• Greeley	50.1	.0226	25.0	26.8	15.7	13.0	21.1	17.3	266,091	62,835	16,173	42,641	12,629	54,342	6,301
SUBURBAN TOTAL	65.1	.0294	28.8	11.4	16.4	16.6	23.3	21.8	89,876	15,548	15,589	530	5,907	14,498	1,741
PUEBLO	**123.4**	**.0557**	**30.0**	**13.5**	**14.8**	**17.1**	**25.5**	**43.7**	**467,567**	**110,584**	**39,963**	**68,912**	**23,956**	**102,051**	**10,653**
Pueblo	123.4	.0557	30.0	13.5	14.8	17.1	25.5	43.7	467,567	110,584	39,963	68,912	23,956	102,051	10,653
• Pueblo	103.7	.0468	30.6	13.5	14.2	17.5	26.3	37.3	432,332	104,135	37,624	58,015	21,103	100,243	9,966
SUBURBAN TOTAL	19.7	.0089	27.6	13.4	17.9	15.1	21.6	6.4	35,235	6,449	2,339	10,897	2,853	1,808	687

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FIRST... in total City Zone circulation

FIRST... in 7-county SMSA

FIRST... in 14-county PMA

FIRST... in 38-county ADI

FIRST... in Colorado Daily circulation

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*A.B.C. PUBLISHER STATEMENTS MARCH 31, 1980

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FIRST in most other categories.

*Belden Continuing Market Study, Denver, 1980

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COLO. (cont.)

ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Dru ($00
OTHER COUNTIES															
Alamosa	11.3	.0051	25.2	21.9	15.0	13.6	21.6	3.8	54,884	12,608	4,715	7,825	4,229	8,638	7
Archuleta	4.0	.0018	28.5	11.0	16.2	16.3	23.1	1.2	10,868	2,675	839	56	122	1,542	1
Baca	5.5	.0024	34.1	9.8	13.5	17.6	31.2	2.1	15,179	2,097	725	729	55	2,881	3
Bent	6.0	.0027	37.0	10.0	12.0	17.8	34.6	2.2	13,689	2,823	594	700		2,214	3
Chaffee	12.4	.0056	31.8	10.5	15.4	17.2	27.9	4.6	60,922	16,884	4,881	2,517	728	11,520	1,8
Cheyenne	2.4	.0011	32.9	10.2	13.6	15.4	31.8	.7	5,921	2,726	537		378	629	1
Clear Creek	5.4	.0024	30.0	9.6	21.0	16.3	23.2	2.0	21,385	6,494	4,380	471	133	728	3
Conejos	7.5	.0034	26.9	11.3	12.5	14.4	25.4	2.0	11,010	4,358	394	58		344	2
Costilla	3.2	.0015	29.5	12.2	12.4	13.3	29.8	1.2	2,736	1,223	350	141	31		[illegible]
Crowley	2.8	.0012	39.6	8.4	11.1	15.5	39.3	1.0	3,174	589	265		57	1,102	18
Custer	1.4	.0007	41.3	7.0	9.9	17.0	40.1	.6	1,008	386	114	47		57	
Delta	20.3	.0091	40.8	7.6	10.7	14.5	41.1	8.2	62,175	16,050	3,441	2,031	1,482	16,452	2,25
Dolores	1.7	.0007	30.4	10.2	14.6	16.0	26.7	.7	3,483	411	231			2,131	
Eagle	13.4	.0061	26.9	14.7	21.5	15.4	17.2	4.4	90,151	20,743	19,782	450	972	566	1,7
Elbert	6.6	.0030	35.1	7.3	14.1	16.4	33.7	2.3	6,841	1,764	706	65	80	166	8
Fremont	27.4	.0124	37.3	9.5	13.5	15.6	36.8	10.1	74,146	19,111	7,151	4,903	3,735	11,992	1,97
Garfield	20.6	.0093	31.4	11.8	15.5	16.1	28.2	8.0	110,363	24,194	7,798	1,383	3,262	30,062	6,115
Grand	6.5	.0030	30.1	9.7	14.6	19.4	23.5	2.7	32,444	8,198	5,085	839	128	3,362	825
Gunnison	9.3	.0041	23.5	36.7	14.2	12.8	15.2	3.2	41,715	15,220	6,576	220	1,358	5,028	513
Hinsdale	.7	.0004	38.3	4.0	15.3	19.6	34.6	.2	1,722		262	60		67	97
Huerfano	6.1	.0027	38.6	7.7	12.1	14.8	38.7	2.4	17,097	5,328	1,295	140	423	2,420	706
Jackson	1.7	[illegible]	29.9	11.9	21.2	16.8	22.3	.6	6,064	2,371	898		34	970	112
Kiowa	2.3	.0010	33.5	8.5	15.7	16.0	31.7	.8	4,013	768	638		260	127	220
Kit Carson	7.3	.0033	32.0	9.0	16.0	16.2	29.0	2.7	29,897	7,944	1,195	741	1,[illegible]06	5,526	1,122
Lake	8.2	.0037	27.3	13.7	21.6	18.3	15.0	2.9	26,948	8,864	3,535	608	631	5,366	912
La Plata	26.5	.0120	28.8	15.6	13.1	16.0	25.9	8.8	121,106	28,438	14,403	9,020	4,935	14,233	2,273
Las Animas	15.3	.0069	35.0	13.7	10.6	13.8	36.1	6.0	41,272	12,784	2,895	3,508	624	8,118	1,142
Lincoln	4.6	.0020	36.9	7.8	13.8	16.6	35.5	1.8	24,792	3,702	3,262	411	454	6,739	893
Logan	19.7	.0089	30.0	14.6	14.3	16.5	26.3	7.2	85,420	16,922	6,031	6,916	4,177	18,431	1,148
Mesa	72.9	.0329	32.0	11.9	14.3	16.5	29.2	27.1	371,590	70,699	26,492	46,241	20,708	81,745	4,945
Mineral	.9	.0004	30.4	13.2	23.6	16.4	22.7	.4	2,052	1,059	157				60
Moffat	11.7	.0053	30.8	8.4	16.4	17.6	25.6	4.2	68,572	19,867	5,866	2,754	517	18,106	2,478
Montezuma	15.5	.0070	30.5	9.1	15.1	17.4	25.8	5.6	78,968	17,867	8,783	4,877	3,124	18,380	2,745
Montrose	22.1	.0100	32.0	8.6	15.8	17.7	27.5	7.7	97,067	22,646	7,343	4,016	2,586	19,327	3,435
Morgan	21.3	.0096	31.9	9.7	15.2	16.5	28.7	7.8	89,706	16,048	7,275	8,426	1,139	20,349	643
Otero	24.0	.0108	31.7	11.4	13.9	15.3	30.2	8.7	70,939	20,648	4,376	5,542	3,501	13,839	2,028
Ouray	2.0	.0009	33.4	7.7	16.6	15.8	31.6	.8	3,642	293	965	123	33	61	59
Park	5.2	.0024	32.9	6.8	15.3	19.1	27.7	2.0	6,973	1,802	881	60	79	62	212
Phillips	4.5	.0020	38.4	7.4	12.6	16.3	37.4	2.0	14,580	2,194	666	2,316	131	5,118	1,105
Pitkin	11.6	.0052	28.0	17.0	28.9	18.3	11.6	4.4	107,447	13,505	24,417		5,291	1,303	4,941
Prowers	13.2	.0060	29.7	12.3	15.3	15.0	26.9	4.7	59,451	16,030	4,648	5,503	2,515	8,492	2,365
Rio Blanco	5.2	.0023	29.3	14.6	15.0	18.0	23.4	2.1	16,297	5,396	2,358	58	536	440	264
Rio Grande	10.5	.0048	30.8	10.5	13.9	15.9	28.3	3.6	33,576	11,205	1,580	677	2,493	6,083	957
Routt	11.7	.0053	29.7	11.8	16.6	16.0	25.2	4.7	58,106	12,726	7,242	1,214	1,348	5,393	2,552
Saguache	4.5	.0020	29.6	11.3	13.9	15.2	27.2	1.3	6,971	1,589	584		32	2,232	458
San Juan	1.0	.0004	27.3	13.0	15.1	18.1	20.3	.3	2,990	475	375				
San Miguel	2.9	.0014	29.5	9.6	17.7	15.8	24.5	1.1	10,401	2,304	1,640	211	224	1,831	589
Sedgwick	3.6	.0016	37.2	7.9	11.6	16.8	35.7	1.4	17,559	4,148	1,657	299	595	4,656	374
Summit	6.7	.0030	27.0	12.0	23.7	15.9	15.1	2.5	55,112	14,496	13,887	983	655	1,097	938
Washington	5.3	.0024	36.0	8.1	14.1	18.1	33.1	2.0	13,676	5,084	453	980	92	1,016	411
Yuma	9.4	.0042	37.1	8.0	13.4	16.0	36.2	3.8	31,743	7,000	2,057	3,758	1,257	7,729	568
TOTAL METRO COUNTIES	**2,258.1**	**1.0192**	**28.2**	**15.3**	**18.4**	**17.4**	**20.2**	**802.5**	**9,842,440**	**2,045,783**	**945,052**	**1,239,718**	**492,130**	**2,103,973**	**238,764**
TOTAL STATE	**2,783.9**	**1.2564**	**28.7**	**14.7**	**17.8**	**17.2**	**21.7**	**995.1**	**12,040,285**	**2,558,439**	**1,171,732**	**1,371,595**	**568,380**	**2,482,639**	**297,416**

COLO.

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over: A	B	C	D	Buying Power Index
COLORADO SPRINGS	**1,865,088**	**15,535**	**7.0**	**19.8**	**32.1**	**20.1**	**.1254**
El Paso	1,824,915	15,656	7.0	19.7	32.1	20.5	.1229
• Colorado Springs	1,229,991	15,359	6.9	19.0	31.8	19.6	.0917
Teller	40,173	12,067	9.9	23.9	26.9	10.3	.0025
SUBURBAN TOTAL	635,097	15,926	7.4	21.7	32.5	21.6	.0337
DENVER - BOULDER	**13,022,633**	**20,369**	**4.5**	**13.0**	**31.8**	**35.3**	**.[illegible]878**
Adams	1,629,082	20,142	3.8	13.8	42.2	29.5	.1082
Arapahoe	2,145,596	20,987	4.5	13.0	33.8	36.3	.1429
Aurora	1,071,695	19,976	4.5	15.9	37.4	31.5	.0707
Boulder	1,571,639	21,499	4.5	11.3	27.0	40.1	.0926
• Boulder	799,400	20,337	5.1	11.8	24.8	38.8	.0465
Denver	4,479,502	18,034	5.5	14.4	27.8	31.5	.2558
• Denver	4,479,502	18,034	5.5	14.4	27.8	31.5	.2558
Douglas	122,843	14,608	6.9	22.0	33.9	14.2	.0073

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over: A	B	C	D	Buyi Powe Inde
Gilpin	12,392	10,779	2.6	21.2	21.8	12.3	.00
Jefferson	3,061,579	23,249	3.1	10.3	33.2	43.6	.18
Arvada	602,904	23,290	2.2	8.6	40.4	42.2	.03
Lakewood	1,223,380	23,731	2.8	9.6	33.5	45.2	.07
SUBURBAN TOTAL	7,743,731	21,503	3.8	12.2	35.0	37.4	.48
FORT COLLINS	**1,018,456**	**17,973**	**5.8**	**14.0**	**29.5**	**29.6**	**.06**
Larimer	1,018,456	17,973	5.8	14.0	29.5	29.6	.06
• Fort Collins	508,696	17,487	6.1	14.7	28.2	29.2	.03
SUBURBAN TOTAL	509,760	18,457	5.6	13.3	30.5	30.0	.03
GREELEY	**738,430**	**16,315**	**6.5**	**16.0**	**29.9**	**24.1**	**.04**
Weld	738,433	16,315	6.5	16.0	29.9	24.1	.04
• Greeley	346,205	16,571	6.3	14.7	28.1	26.5	.0
SUBURBAN TOTAL	392,225	16,132	6.7	17.0	31.4	22.2	.02
PUEBLO	**814,098**	**16,801**	**5.4**	**15.4**	**33.7**	**23.1**	**.05**

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Sources: Scarborough Research, 1978; Media Records, 1979.

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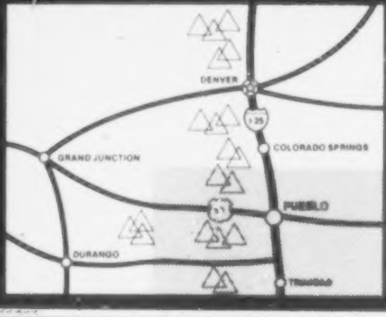

PUEBLO

SOUTHEASTERN COLORADO'S REGIONAL MARKETPLACE

1978 SALES EXCEED $1,824,000,000

A recent survey by Research Service Inc., 1979, shows Pueblo as the regional Marketplace for sixteen prosperous counties in Southeastern Colorado. **ONLY** The Chieftain and Star-Journal can reach this vast area with merchandiseable coverage. There is much more to Colorado than Denver and Colorado Springs.

The Pueblo Chieftain — PUEBLO STAR-JOURNAL

REPRESENTED BY BRANHAM NEWSPAPER SALES

COLO. (cont.)

ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Pueblo	814,098	16,801	5.4	15.4	33.7	23.1	.0521
• Pueblo	696,548	16,891	5.3	15.0	33.4	23.5	.0455
SUBURBAN TOTAL	117,550	16,369	5.9	17.3	34.7	21.3	.0066
OTHER COUNTIES							
Alamosa	66,477	14,320	7.6	18.5	27.5	20.2	.0049
Archuleta	15,544	11,538	8.3	26.6	22.9	8.4	.0012
Baca	35,805	13,041	7.6	17.8	24.1	18.7	.0020
Bent	28,719	9,835	10.6	23.1	20.5	5.5	.0020
Chaffee	71,334	14,416	6.3	17.8	37.3	10.3	.0055
Cheyenne	12,341	15,125	5.4	18.4	31.4	19.1	.0008
Clear Creek	42,337	20,358	4.8	11.2	34.1	33.7	.0025
Conejos	21,543	8,361	9.8	17.8	17.2	7.2	.0016
Costilla	11,376	6,631	8.1	15.3	11.9	5.7	.0008
Crowley	11,113	9,927	8.2	22.5	22.8	4.4	.0007
Custer	6,991	8,784	11.5	17.5	17.8	8.0	.0004
Delta	117,749	10,997	9.2	17.3	22.8	13.7	.0075
Dolores	8,170	10,036	12.7	26.2	13.9	10.1	.0004
Eagle	83,726	16,340	5.7	20.7	35.5	21.4	.0069
Elbert	21,923	7,592	9.9	21.3	13.7	2.4	.0015
Fremont *	145,461	10,960	8.5	18.3	24.8	10.2	.0095
Garfield	139,952	15,199	7.0	19.3	31.2	19.6	.0100
Grand	44,657	14,629	6.9	22.0	35.1	13.2	.0031
Gunnison	59,724	14,235	8.3	18.0	29.4	17.8	.0041
Hinsdale	5,511	20,375		8.0	12.5	46.5	.0002
Huerfano	35,006	11,045	9.3	18.3	24.8	10.2	.0023
Jackson	12,764	19,231	7.2	14.5	37.8	27.5	.0007
Kiowa	11,321	12,636	6.9	25.5	21.3	16.0	.0006
Kit Carson	45,825	13,622	8.1	20.4	26.9	17.7	.0033
Lake	56,130	18,629	2.9	10.9	47.6	22.6	.0033
La Plata	142,771	13,492	6.5	19.8	27.7	16.0	.0109
Las Animas	72,778	9,488	9.1	18.4	21.1	8.3	.0050
Lincoln	22,896	11,500	8.0	22.6	25.9	7.7	.0020
Logan	135,244	16,705	5.6	16.1	31.2	24.4	.0088
Mesa	504,190	15,911	7.0	15.7	28.1	24.7	.0347
Mineral	3,670	9,644	15.8	40.7	5.3		.0003
Moffat	78,877	17,044	5.6	13.5	31.6	25.3	.0058
Montezuma	84,764	13,566	6.9	19.3	30.0	14.2	.0067
Montrose	114,897	12,638	7.4	19.4	26.3	14.3	.0089
Morgan	130,251	14,729	6.7	17.6	31.4	17.6	.0089
Otero	122,036	11,682	8.0	19.7	26.1	10.7	.0083
Ouray	7,463	9,359	19.9	30.4	13.3		.0005
Park	18,220	7,958	8.7	25.9	12.4	2.8	.0013
Phillips	32,176	13,682	7.1	17.4	29.1	16.4	.0019
Pitkin	125,645	23,664	3.8	12.3	25.0	46.2	.0085
Prowers	69,514	11,819	8.6	19.0	24.3	13.5	.0054
Rio Blanco	37,818	15,926	7.1	18.9	33.7	18.7	.0021
Rio Grande	68,549	15,096	8.6	17.4	27.4	23.0	.0043
Routt	70,858	12,841	7.6	21.1	25.6	15.6	.0052
Saguache	14,775	8,773	15.3	17.8	14.8	8.0	.0012
San Juan	6,001	18,846	4.7	11.7	54.9	19.7	.0003
San Miguel	12,788	10,417	10.5	31.1	17.1	5.1	.0009
Sedgwick	24,926	14,000	4.8	17.6	24.5	22.1	.0017
Summit	57,803	22,208	5.7	8.6	27.6	40.6	.0043
Washington	35,509	14,689	7.3	18.2	26.0	23.1	.0020
Yuma	63,581	14,050	6.9	16.8	26.4	20.2	.0037
TOTAL METRO COUNTIES	**17,458,705**	**19,175**	**5.0**	**14.2**	**31.7**	**31.9**	**1.0759**
TOTAL STATE	**20,628,204**	**18,060**	**5.5**	**14.9**	**30.9**	**29.2**	**1.2953**

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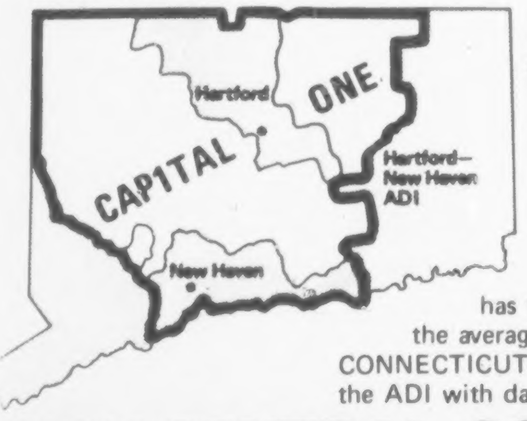
CONNECTICUT

CONN. S&MM ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**816.6**	**.3685**	**33.1**	**11.2**	**15.6**	**18.9**	**28.2**	**286.0**	**3,285,501**	**692,048**	**246,468**	**335,975**	**158,871**	**521,636**	**79,940**
Fairfield	816.6	.3685	33.1	11.2	15.6	18.9	28.2	286.0	3,285,501	692,048	246,468	335,975	158,871	521,636	79,940
● Bridgeport	140.3	.0633	32.8	14.9	16.1	15.2	31.2	54.3	438,866	101,980	33,265	41,170	27,118	75,077	16,041
● Danbury	57.4	.0259	31.4	12.6	18.4	16.7	26.6	19.9	371,702	58,248	24,743	50,959	19,088	51,850	3,073
Fairfield	59.1	.0267	34.2	12.3	13.1	19.2	29.6	19.8	244,508	66,988	19,552	16,753	13,662	41,575	5,793
Greenwich	64.0	.0289	37.9	9.2	12.0	20.5	33.4	23.0	280,409	58,494	24,280	13,843	9,742	67,864	5,232
● Norwalk	78.5	.0354	32.2	11.1	17.6	18.9	26.2	28.2	401,267	81,685	27,401	44,389	18,997	68,137	3,143
● Stamford	105.0	.0474	33.4	10.6	16.4	19.3	28.0	37.7	453,356	87,874	30,260	72,887	27,372	62,720	11,706
Stratford	50.5	.0228	35.8	11.2	13.9	18.8	32.3	17.8	134,589	28,551	16,182	8,465	4,937	26,741	6,488
SUBURBAN TOTAL	435.4	.1965	33.7	9.9	14.6	20.2	27.8	145.9	1,620,310	362,261	130,799	126,570	66,296	263,852	45,977
HARTFORD - NEW BRITAIN - BRISTOL	**1,053.1**	**.4753**	**31.2**	**13.5**	**16.9**	**17.3**	**26.3**	**367.0**	**3,875,864**	**885,171**	**361,188**	**470,166**	**150,863**	**650,197**	**125,386**
Hartford	811.9	.3664	31.8	12.8	16.5	17.6	27.2	288.2	3,103,847	690,551	294,211	374,302	132,044	510,502	101,436
● Bristol	55.0	.0248	30.7	12.4	16.9	17.7	25.0	19.1	213,053	55,716	13,309	20,988	6,604	55,549	5,314
East Hartford	53.5	.0241	30.5	15.0	18.1	17.4	24.4	19.3	195,279	48,810	17,397	8,581	4,840	42,497	7,116
Enfield	45.3	.0204	28.5	8.3	21.2	18.3	17.9	13.2	211,754	39,127	13,574	50,519	10,989	32,746	4,167
● Hartford	133.8	.0604	30.7	17.4	17.3	14.2	28.3	53.9	412,918	61,018	64,375	54,255	17,917	66,600	17,679
Manchester	49.1	.0222	32.5	12.6	17.1	16.2	29.5	17.5	251,165	68,666	21,637	36,199	8,290	41,962	6,179
● New Britain	77.3	.0349	32.9	17.0	13.9	16.4	30.7	28.8	171,673	40,562	15,986	11,298	5,525	36,523	8,189
West Hartford	66.2	.0299	40.9	10.4	10.1	18.3	38.9	24.7	346,453	67,723	19,010	81,883	25,175	44,715	9,958
Middlesex	126.9	.0573	31.7	12.3	17.2	16.8	27.5	43.8	456,148	100,296	42,407	61,327	13,647	82,179	14,084
Tolland	114.3	.0516	27.0	19.4	19.6	16.0	18.3	35.0	315,869	94,324	24,570	34,537	5,172	57,506	9,866
SUBURBAN TOTAL	787.0	.3552	31.2	12.5	17.1	17.9	25.6	265.2	3,078,220	727,875	267,518	383,625	120,817	491,515	94,204
NEW HAVEN - WEST HAVEN - WATERBURY - MERIDEN	**759.5**	**.3427**	**32.0**	**13.2**	**15.7**	**16.8**	**28.5**	**269.6**	**2,679,013**	**631,610**	**241,891**	**353,303**	**113,534**	**433,094**	**71,966**
New Haven	759.5	.3427	32.0	13.2	15.7	16.8	28.5	269.6	2,679,013	631,610	241,891	353,303	113,534	433,094	71,966
Hamden	50.2	.0227	35.7	12.2	13.5	17.7	33.0	18.0	218,010	52,518	23,528	35,976	4,878	35,894	5,656
● Meriden	56.6	.0255	32.4	12.1	15.3	16.5	29.5	20.4	185,378	33,583	10,483	30,458	9,696	33,986	4,449
Milford	52.6	.0237	30.6	11.3	16.3	19.2	23.7	17.1	253,844	43,247	23,749	26,532	17,305	59,433	4,298
● New Haven	124.9	.0564	30.5	19.5	16.6	12.9	29.6	48.4	363,145	71,625	41,874	53,018	22,696	37,826	12,282
● Waterbury	110.8	.0500	34.1	12.4	14.2	15.6	33.1	40.8	440,709	91,789	30,194	78,305	13,123	72,871	11,552
● West Haven	54.6	.0246	32.1	13.9	17.6	16.5	28.4	20.4	119,242	24,909	13,882	6,308	2,632	22,152	5,004
SUBURBAN TOTAL	412.6	.1862	31.9	11.6	15.8	18.4	26.8	139.6	1,570,539	409,704	145,458	185,214	65,387	256,259	38,679
NEW LONDON - NORWICH	**245.7**	**.1109**	**29.1**	**15.2**	**17.6**	**15.9**	**23.6**	**82.2**	**805,400**	**175,552**	**64,914**	**91,977**	**36,077**	**168,722**	**20,885**
New London	245.7	.1109	29.1	15.2	17.6	15.9	23.6	82.2	805,400	175,552	64,914	91,977	36,077	168,722	20,885
● New London	28.1	.0127	27.8	26.5	13.9	12.6	27.4	9.8	162,801	16,225	11,601	35,988	8,684	46,536	3,697
● Norwich	45.6	.0206	33.0	12.9	14.2	16.5	30.6	16.4	185,281	45,567	10,552	23,447	9,726	47,263	4,104
SUBURBAN TOTAL	172.0	.0776	28.4	14.0	19.1	16.3	21.2	56.0	457,318	113,760	42,761	32,542	17,667	74,923	13,084
OTHER COUNTIES															
Litchfield	159.2	.0719	33.4	10.8	15.7	16.7	30.8	55.2	481,941	114,416	33,989	44,453	15,919	99,774	15,545
Windham	94.1	.0425	31.0	13.1	15.8	15.5	28.2	33.4	280,325	72,539	22,355	18,412	8,448	48,809	7,972
TOTAL METRO COUNTIES	**2,874.9**	**1.2974**	**31.7**	**12.9**	**16.3**	**17.5**	**27.2**	**1,004.8**	**10,645,778**	**2,384,381**	**914,461**	**1,251,421**	**459,345**	**1,773,639**	**298,177**
TOTAL STATE	**3,128.2**	**1.4118**	**31.8**	**12.8**	**16.2**	**17.4**	**27.4**	**1,093.4**	**11,408,044**	**2,571,336**	**970,805**	**1,314,286**	**483,712**	**1,922,222**	**321,694**



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CONN.
ESTIMATES

SS EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**8,597,141**	**24,834**	**3.1**	**9.7**	**26.0**	**49.5**	**.4504**
Fairfield	8,597,141	24,834	3.1	9.7	26.0	49.5	.4504
• Bridgeport	1,022,566	17,035	5.6	16.2	13.5	23.9	.0591
• Danbury	455,324	20,852	3.8	12.3	32.0	36.7	.0318
Fairfield	658,480	28,035	2.2	6.9	24.5	58.5	.0339
Greenwich	1,043,494	32,158	2.6	7.3	18.6	63.0	.0475
• Norwalk	718,238	23,090	3.6	11.0	28.1	44.3	.0428
• Stamford	1,120,613	25,089	3.2	10.2	24.7	50.2	.0594
Stratford	432,102	22,875	3.1	10.6	33.8	42.1	.0225
SUBURBAN TOTAL	5,280,400	29,426	2.0	6.6	22.2	61.7	.2573

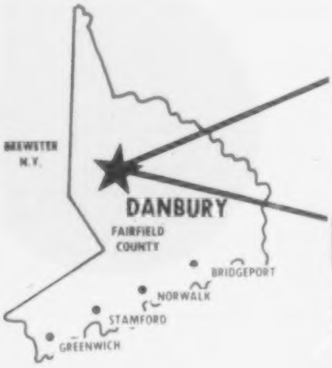
ESTIMATES

SS EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
HARTFORD - NEW BRITAIN - BRISTOL	**8,365,610**	**20,903**	**3.9**	**12.4**	**34.3**	**35.6**	**.4844**
Hartford	6,640,291	21,111	3.9	12.3	33.5	36.5	.3833
• Bristol	410,145	20,604	3.7	11.7	38.8	32.7	.0248
East Hartford	417,571	20,580	3.9	13.5	40.2	31.2	.0243
Enfield	288,659	21,251	2.7	10.5	47.1	30.7	.0202
• Hartford	863,877	14,038	7.4	19.8	30.3	15.8	.0527
Manchester	416,079	22,128	3.6	10.6	34.2	39.6	.0258
• New Britain	570,154	18,165	4.8	15.6	34.4	26.8	.0304
West Hartford	803,562	26,985	3.0	9.1	23.5	55.3	.0425
Middlesex	**962,648**	**20,215**	**4.0**	**12.6**	**36.9**	**32.2**	**.0566**
Tolland	**762,671**	**20,267**	**3.9**	**13.0**	**38.6**	**31.7**	**.0445**
SUBURBAN TOTAL	6,521,434	22,471	3.1	10.6	34.9	40.7	.3765

Whose income is not included in 'total EBI'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey*'s information. A helpful explanation of what these column headings mean is provided in a special section titled "Explanation of Terms" that appears at the end of Section A. Most of the inquiries we receive concerning *Survey* data are due to the user's failure to check the "Explanation of Terms" section. You can save yourself time, as well as make more accurate use of *Survey* data, if you read the Explanation.



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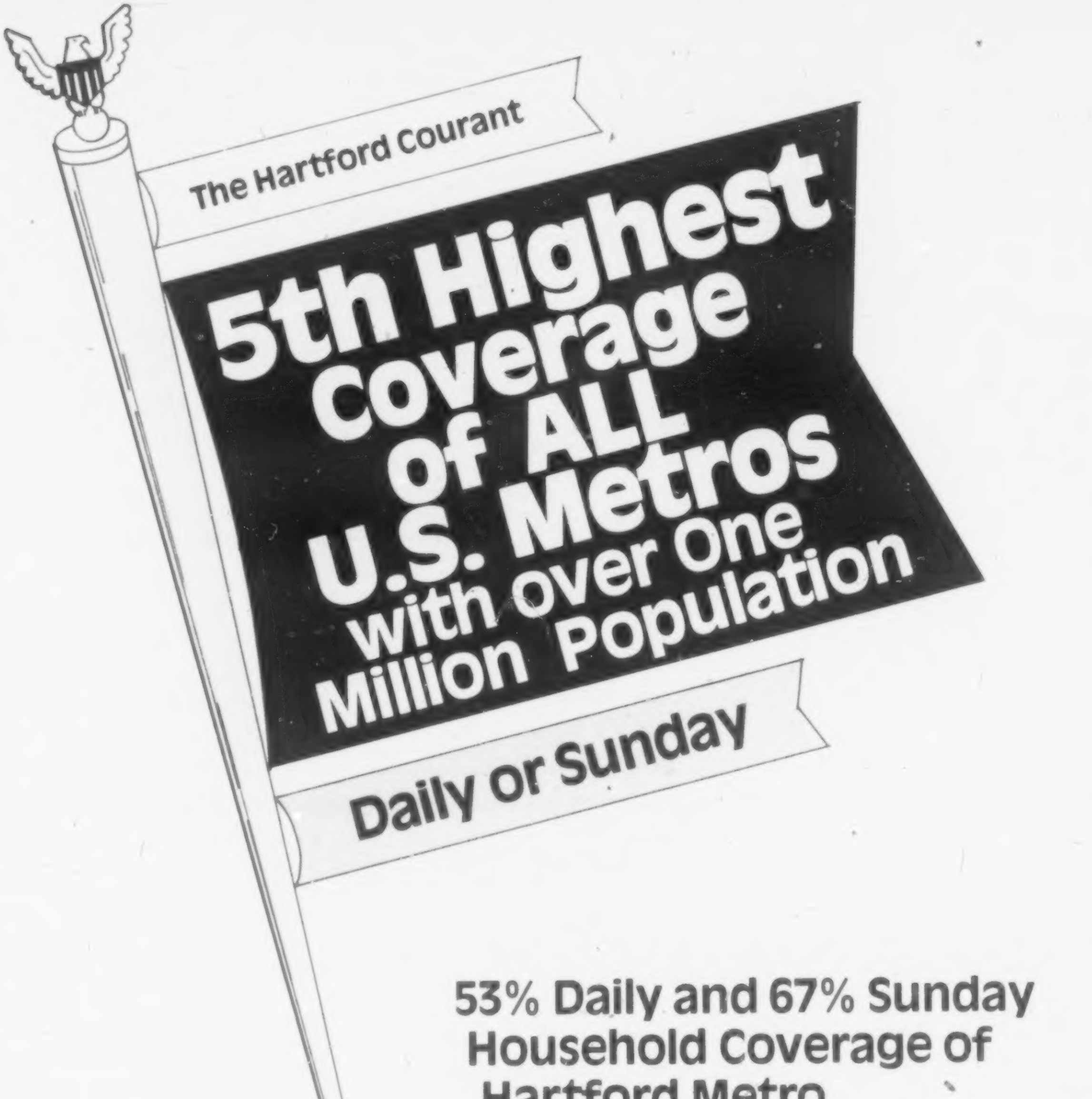

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CONN. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
NEW HAVEN - WEST HAVEN - WATERBURY - MERIDEN	**5,657,973**	**19,208**	**4.7**	**13.9**	**35.0**	**29.7**	**.3339**
New Haven	5,657,973	19,208	4.7	13.9	35.0	29.7	3339
Hamden	417,577	20,848	4.1	12.3	34.3	36.2	0248
• Meriden	397,031	18,535	5.3	14.8	36.9	25.9	0236
Milford	390,632	21,522	3.5	10.5	39.2	35.9	0254
• New Haven	820,166	14,011	7.1	18.5	28.5	17.9	0489
• Waterbury	755,617	16,887	5.8	16.3	33.8	23.1	0482
• West Haven	393,212	18,103	4.4	15.8	39.6	23.8	0211
SUBURBAN TOTAL	3,291,947	21,569	3.5	11.2	36.5	37.2	1921
NEW LONDON - NORWICH	**1,691,306**	**17,949**	**4.7**	**15.2**	**35.7**	**25.7**	**.1017**
New London	1,691,306	17,949	4.7	15.2	35.7	25.7	.1017
• New London	201,157	15,412	6.6	17.3	30.1	21.2	0141
• Norwich	290,371	15,706	6.0	17.2	32.1	20.7	0194
SUBURBAN TOTAL	1,199,778	18,961	4.0	14.2	37.7	28.0	0680
OTHER COUNTIES							
Litchfield	1,246,400	20,263	4.1	12.5	35.4	33.1	0692
Windham	592,792	16,217	6.2	18.3	36.1	18.9	0363
TOTAL METRO COUNTIES	**24,312,030**	**21,030**	**4.0**	**12.3**	**32.1**	**37.2**	**1.3704**
TOTAL STATE	**26,151,222**	**20,815**	**4.0**	**12.5**	**32.5**	**36.4**	**1.4759**

DELAWARE

DEL.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
WILMINGTON	**519.9**	**.2346**	**30.2**	**13.3**	**16.9**	**17.8**	**24.1**	**177.9**	**2,021,492**	**423,396**	**154,742**	**290,454**	**109,744**	**336,330**	**69,903**
New Castle	399.0	.1801	30.2	13.7	17.2	18.0	23.8	137.7	1,601,148	332,164	117,646	274,343	94,879	240,147	61,519
• Wilmington	69.1	.0312	35.2	12.3	13.5	14.8	35.4	27.2	323,202	32,788	32,000	36,313	11,556	75,045	8,375
Cecil, Md.	*56.9*	*.0256*	*28.9*	*13.1*	*17.0*	*17.0*	*22.7*	*17.9*	*234,667*	*48,389*	*19,799*	*7,025*	*7,095*	*47,194*	*4,980*
Salem, N. J.	*64.0*	*.0289*	*31.7*	*11.2*	*14.6*	*17.1*	*28.1*	*22.3*	*185,677*	*42,843*	*17,297*	*9,086*	*7,770*	*48,989*	*3,404*
SUBURBAN TOTAL	450.8	.2034	29.6	13.5	17.3	18.2	22.5	150.7	1,698,290	390,608	122,742	254,141	98,188	261,285	61,528

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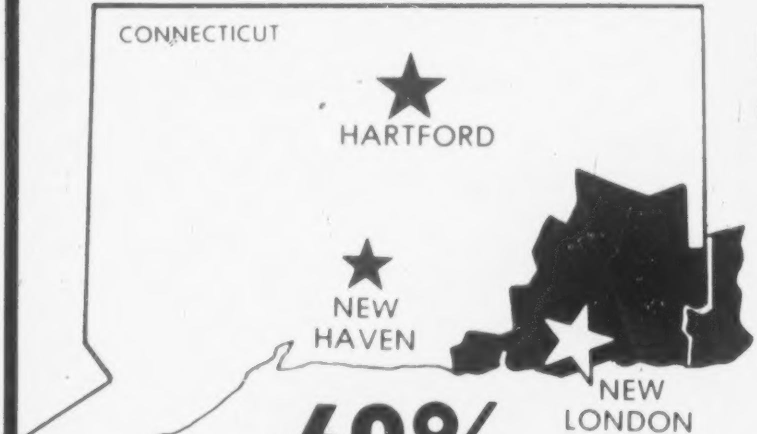

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DEL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/79

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
OTHER COUNTIES								
Kent	96.7	.0436	27.1	15.7	17.5	16.3	20.0	32.0
Sussex	91.6	.0413	32.5	11.4	15.0	16.7	29.6	34.0
TOTAL METRO COUNTIES	**399.0**	**.1801**	**30.2**	**13.7**	**17.2**	**18.0**	**23.8**	**137.7**
TOTAL STATE	**587.3**	**.2650**	**30.0**	**13.7**	**16.9**	**17.5**	**24.1**	**203.7**

RETAIL SALES BY STORE GROU
1979

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Dru ($00
OTHER COUNTIES							
Kent	430,494	89,811	32,439	59,517	14,675	97,437	10,
Sussex	351,632	113,768	30,566	22,713	12,963	48,174	11,6
TOTAL METRO COUNTIES	**1,601,148**	**332,164**	**117,646**	**274,343**	**94,879**	**240,147**	**61,5**
TOTAL STATE	**2,383,274**	**535,743**	**180,651**	**356,573**	**122,517**	**385,758**	**83,8**

DEL.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
WILMINGTON	**4,154,939**	**20,537**	**4.1**	**12.9**	**33.4**	**35.1**	**.2436**
New Castle	3,337,003	21,265	3.8	12.0	33.1	37.4	.1932
• Wilmington	472,537	14,243	7.1	18.5	27.9	19.4	.0318
Cecil, Md.	*330,422*	*15,640*	*6.9*	*21.7*	*35.9*	*17.1*	*.0233*
Salem, N. J.	*487,514*	*20,801*	*4.0*	*11.8*	*33.1*	*34.5*	*.0271*
SUBURBAN TOTAL	3,682,402	21,536	3.6	11.9	34.4	37.8	.2118
OTHER COUNTIES							
Kent	529,852	14,490	8.0	21.0	32.3	15.6	.039
Sussex	610,904	15,762	6.4	16.7	29.0	23.4	.039
TOTAL METRO COUNTIES	**3,337,003**	**21,265**	**3.8**	**12.0**	**33.1**	**37.4**	**.1932**
TOTAL STATE	**4,477,759**	**19,195**	**4.9**	**14.2**	**32.3**	**31.7**	**.2718**

DISTRICT OF COLUMBIA

D.C.
S&MM ESTIMATES

POPULATION—12/31/79

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
WASHINGTON	**3,054.6**	**1.3787**	**28.9**	**14.3**	**19.5**	**18.3**	**19.7**	**1,085.6**
District of Columbia	661.5	.2985	29.8	16.1	18.2	15.2	25.3	278.4
• Washington	661.5	.2985	29.8	16.1	18.2	15.2	25.3	278.4
Charles, Md.	*69.9*	*.0316*	*26.9*	*11.8*	*20.2*	*16.2*	*17.5*	*20.6*
Montgomery, Md.	*591.6*	*.2670*	*30.8*	*12.1*	*17.6*	*20.1*	*22.4*	*201.8*
Rockville	*51.2*	*.0231*	*27.7*	*12.1*	*19.6*	*21.3*	*14.5*	*16.0*
Prince Georges, Md.	*665.2*	*.3002*	*27.1*	*16.5*	*22.0*	*17.1*	*15.6*	*222.3*
Alexandria, Va.	*105.7*	*.0477*	*29.0*	*18.9*	*22.0*	*15.0*	*21.8*	*45.2*
Alexandria	*105.7*	*.0477*	*29.0*	*18.9*	*22.0*	*15.0*	*21.8*	*45.2*
Arlington, Va.	*151.2*	*.0682*	*31.7*	*18.1*	*20.0*	*15.9*	*27.5*	*68.8*
Fairfax, Va.	*559.7*	*.2525*	*29.0*	*10.9*	*19.0*	*22.9*	*15.8*	*177.1*
Fairfax city, Va.	*19.9*	*.0090*	*28.4*	*13.2*	*19.0*	*22.3*	*15.1*	*6.4*
Fairfax	*19.9*	*.0090*	*28.4*	*13.2*	*19.0*	*22.3*	*15.1*	*6.4*
Falls Church, Va.	*10.0*	*.0046*	*33.3*	*12.1*	*17.2*	*17.0*	*30.0*	*4.3*
Falls Church	*10.0*	*.0046*	*33.3*	*12.1*	*17.2*	*17.0*	*30.0*	*4.3*
Loudoun, Va.	*56.1*	*.0254*	*29.4*	*10.2*	*20.4*	*17.1*	*21.5*	*18.0*
Manassas, Va.	*13.6*	*.0062*	*28.7*	*13.9*	*23.7*	*18.3*	*16.7*	*4.2*
Manassas	*13.6*	*.0062*	*28.7*	*13.9*	*23.7*	*18.3*	*16.7*	*4.2*
Manassas Park, Va.	*9.4*	*.0043*	*27.5*	*11.4*	*22.7*	*21.5*	*11.4*	*2.2*
Manassas Park	*9.4*	*.0043*	*27.5*	*11.4*	*22.7*	*21.5*	*11.4*	*2.2*
Prince William, Va.	*140.8*	*.0635*	*24.8*	*13.2*	*23.4*	*18.2*	*8.0*	*36.3*
SUBURBAN TOTAL	2,393.1	1.0802	28.7	13.8	20.0	19.1	18.2	807.2
TOTAL METRO COUNTIES	**661.5**	**.2985**	**29.8**	**16.1**	**18.2**	**15.2**	**25.3**	**278.4**
TOTAL STATE	**661.5**	**.2985**	**29.8**	**16.1**	**18.2**	**15.2**	**25.3**	**278.4**

RETAIL SALES BY STORE GROUP
1979

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
WASHINGTON	**13,637,029**	**2,706,328**	**1,284,516**	**1,953,631**	**700,635**	**2,597,845**	**573,803**
District of Columbia	2,194,857	376,646	409,101	182,612	132,126	196,220	98,769
• Washington	2,194,857	376,646	409,101	182,612	132,126	196,220	98,769
Charles, Md.	*235,121*	*56,034*	*20,259*	*10,097*	*8,258*	*57,620*	*19,744*
Montgomery, Md.	*2,9[illegible],077*	*595,080*	*219,801*	*527,523*	*181,088*	*536,640*	*107,917*
Rockville	*337,068*	*57,777*	*29,746*	*22,357*	*27,301*	*81,174*	*8,697*
Prince Georges, Md.	*3,043,352*	*646,274*	*217,928*	*477,687*	*128,807*	*621,118*	*129,285*
Alexandria, Va.	*667,780*	*142,227*	*61,922*	*111,640*	*27,643*	*160,049*	*17,758*
Alexandria	*667,780*	*142,227*	*61,922*	*111,640*	*27,643*	*160,049*	*17,758*
Arlington, Va.	*745,955*	*142,906*	*84,992*	*63,549*	*31,181*	*257,158*	*37,711*
Fairfax, Va.	*2,439,907*	*473,791*	*173,546*	*455,782*	*130,484*	*420,867*	*106,800*
Fairfax city, Va.	*325,195*	*53,705*	*24,891*	*33,885*	*16,252*	*103,595*	*7,913*
Fairfax	*325,195*	*53,705*	*24,891*	*33,885*	*16,252*	*103,595*	*7,913*
Falls Church, Va.	*158,928*	*18,831*	*9,041*	*16,152*	*12,172*	*59,084*	*5,885*
Falls Church	*158,928*	*18,831*	*9,041*	*16,152*	*12,172*	*59,084*	*5,885*
Loudoun, Va.	*183,666*	*46,816*	*14,955*	*3,793*	*4,795*	*31,569*	*9,845*
Manassas, Va.	*101,643*	*22,451*	*4,173*	*7,563*	*4,390*	*21,055*	*3,248*
Manassas	*101,643*	*22,451*	*4,173*	*7,563*	*4,390*	*21,055*	*3,248*
Manassas Park, Va.	*16,799*	*9,476*	*726*			*2,545*	*338*
Manassas Park	*16,799*	*9,476*	*726*			*2,545*	*338*
Prince William, Va.	*582,749*	*122,091*	*43,181*	*63,348*	*23,439*	*130,325*	*28,590*
SUBURBAN TOTAL	11,442,172	2,329,682	875,415	1,771,019	568,509	2,401,625	475,014
TOTAL METRO COUNTIES	**2,194,857**	**376,646**	**409,101**	**182,612**	**132,126**	**196,220**	**98,769**
TOTAL STATE	**2,194,857**	**376,646**	**409,101**	**182,612**	**132,126**	**196,220**	**98,769**

D.C.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
WASHINGTON	**29,528,528**	**23,958**	**3.4**	**11.4**	**26.8**	**47.3**	**1.6486**
District of Columbia	6,203,867	17,315	5.6	17.0	27.6	30.3	.3256
• Washington	6,203,867	17,315	5.6	17.0	27.6	30.3	.3256
Charles, Md.	*502,905*	*22,609*	*3.5*	*10.7*	*29.5*	*42.7*	*.0297*
Montgomery, Md.	*6,121,113*	*27,315*	*2.6*	*8.8*	*24.8*	*56.0*	*.3419*
Rockville	*407,796*	*24,038*	*2.8*	*10.3*	*30.8*	*46.9*	*.02*
Prince Georges, Md.	*5,546,502*	*23,216*	*3.1*	*11.5*	*32.4*	*44.1*	*.33*
Alexandria, Va.	*1,197,871*	*22,933*	*3.7*	*11.8*	*29.0*	*44.4*	*.06*
Alexandria	*1,197,871*	*22,933*	*3.7*	*11.8*	*29.0*	*44.4*	*.06*
Arlington, Va.	*1,941,244*	*24,125*	*3.2*	*12.1*	*27.6*	*47.9*	*.09*

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Washington Post

D.C. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Fairfax, Va.	*5,946,677*	*31,303*	*1.7*	*6.4*	*20.6*	*65.8*	*.3167*
Fairfax city, Va.	*217,037*	*31,623*	*1.5*	*5.0*	*22.4*	*66.3*	*.0195*
Fairfax	*217,037*	*31,623*	*1.5*	*5.0*	*22.4*	*66.3*	*.0195*
Falls Church, Va.	*118,168*	*24,273*	*2.3*	*10.6*	*28.8*	*48.1*	*.0099*
Falls Church	*118,168*	*24,273*	*2.3*	*10.6*	*28.8*	*48.1*	*.0099*
Loudoun, Va.	*453,660*	*23,229*	*3.5*	*11.1*	*26.0*	*45.0*	*.0253*
Manassas, Va.	*129,452*	*27,537*	*2.5*	*7.7*	*24.6*	*58.2*	*.0088*
Manassas	*129,452*	*27,537*	*2.5*	*7.7*	*24.6*	*58.2*	[illegible]
Manassas Park, Va.	*60,464*	*25,806*	*1.1*	*4.9*	*35.8*	*53.5*	[illegible]
Manassas Park	*60,464*	*25,806*	*1.1*	*4.9*	*35.8*	*53.5*	[illegible]
Prince William, Va.	*1,089,568*	*28,017*	*2.1*	*7.7*	*24.1*	*59.2*	[illegible]
SUBURBAN TOTAL	23,324,661	26,127	2.7	9.5	26.6	53.1	[illegible]
TOTAL METRO COUNTIES	**6,203,867**	**17,315**	**5.6**	**17.0**	**27.6**	**30.3**	[illegible]
TOTAL STATE	**6,203,867**	**17,315**	**5.6**	**17.0**	**27.6**	**30.3**	[illegible]

FLORIDA

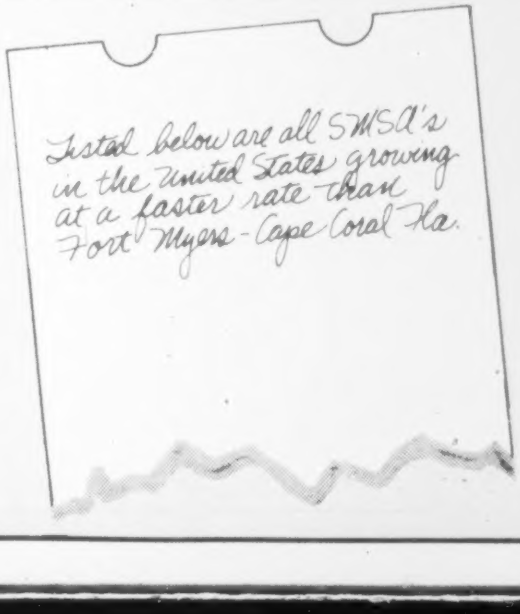
FLA.
S&MM ESTIMATES

POPULATION—12/31/79

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
BRADENTON	**136.3**	**.0615**	**52.1**	**7.6**	**9.4**	**11.3**	**52.6**	**59.9**
Manatee	136.3	.0615	52.1	7.6	9.4	11.3	52.6	59.9
• Bradenton	30.5	.0138	49.7	8.2	10.4	10.8	49.8	13.4
SUBURBAN TOTAL	105.8	.0477	52.7	7.4	9.2	11.4	53.3	46.5
DAYTONA BEACH	**224.9**	**.1015**	**42.6**	**10.8**	**10.9**	**13.4**	**43.3**	**93.3**
Volusia	224.9	.1015	42.6	10.8	10.9	13.4	43.3	93.3
• Daytona Beach	53.5	.0241	39.4	13.4	10.3	13.5	40.5	22.2
SUBURBAN TOTAL	171.4	.0774	43.6	10.0	11.1	13.4	44.2	71.1
FORT LAUDERDALE - HOLLYWOOD	**927.6**	**.4186**	**39.7**	**9.4**	**13.5**	**15.3**	**39.5**	**377.1**
Broward	927.6	.4186	39.7	9.4	13.5	15.3	29.5	377.1
• Fort Lauderdale	164.9	.0744	41.0	11.1	12.8	15.5	40.7	71.4
• Hollywood	128.5	.0580	41.8	8.7	12.9	15.1	41.7	53.2
SUBURBAN TOTAL	634.2	.2862	38.9	9.2	13.8	15.0	38.8	252.5
FORT MYERS - CAPE CORAL	**199.7**	**.0901**	**41.3**	**8.8**	**12.2**	**13.3**	**42.3**	**80.9**
Lee	199.7	.0901	41.3	8.8	12.2	13.3	42.3	80.9
• Cape Coral	25.5	.0115	54.1	4.7	8.5	12.1	58.3	10.9
• Fort Myers	41.2	.0186	33.5	9.9	14.6	14.3	33.6	15.9
SUBURBAN TOTAL	133.0	.0600	40.8	9.2	12.1	13.2	41.9	54.1

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
BRADENTON	**641,107**	**162,026**	**64,545**	**104,228**	**29,551**	**125,758**	**25,996**
Manatee	641,107	162,026	64,545	104,228	29,551	125,758	25,996
• Bradenton	245,356	37,174	21,434	47,190	13,186	55,421	13,544
SUBURBAN TOTAL	395,751	124,852	43,111	57,038	16,365	70,337	12,452
DAYTONA BEACH	**1,132,870**	**240,992**	**131,266**	**144,140**	**46,125**	**187,130**	**52,950**
Volusia	1,132,870	240,992	131,266	144,140	46,125	187,130	52,950
• Daytona Beach	527,539	55,924	64,398	117,690	22,803	114,876	16,384
SUBURBAN TOTAL	605,331	185,068	66,868	26,450	23,322	72,254	36,566
FORT LAUDERDALE - HOLLYWOOD	**5,333,105**	**1,092,225**	**556,659**	**675,571**	**297,273**	**1,235,089**	**191,639**
Broward	5,333,105	1,092,225	556,659	675,571	297,273	1,235,089	191,639
• Fort Lauderdale	1,416,002	178,263	187,238	150,878	50,847	473,214	35,138
• Hollywood	850,766	186,075	53,977	178,534	33,489	163,114	38,968
SUBURBAN TOTAL	3,066,337	727,887	315,444	346,159	212,937	598,761	117,533
FORT MYERS - CAPE CORAL	**1,006,013**	**237,481**	**79,642**	**127,985**	**72,016**	**186,792**	**27,312**
Lee	1,006,013	237,481	79,642	127,985	72,016	186,792	27,312
• Cape Coral	92,368	37,028	6,891	1,368	6,783	3,733	4,245
• Fort Myers	574,504	111,122	32,381	106,274	35,866	162,689	10,781
SUBURBAN TOTAL	339,141	89,331	40,370	20,343	29,367	20,370	12,286


Listed below are all SMSA's
in the United States growing
at a faster rate than
Fort Myers-Cape Coral Fla.

With an 80.5% increase in population from 1970 to 1978,* no other SMSA comes close to matching the rate of growth in the Fort Myers-Cape Coral, Fla. market.

Reach the Number One growth market by putting your advertising dollar in the Number One medium - the Fort Myers News-Press. We reach 68.1% of all households on a daily basis and 75.6% on Sundays.

News-Press
A GANNETT NEWSPAPER

Represented by Gannett Newspaper Advertising Sales
*** Source: Sales & Marketing Management, July 23, 1979**

Journalism:

It's the best way to sell around Washington.

Journalism is selling Washington where it lives—at home in the suburbs. And selling these upscale consumers in the place where they spend their money, and at a time when they're in the mood to spend it.

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Journalism is 4 color ROP that is the envy of the industry.

Journalism is *journalism.* Sensitive writing and accurate, in-depth reporting directed to people who read and buy.

Journalism is a better buy than any special edition of any big city paper. Journalism is selling power. And you can start using it today.

Journal Newspapers, Inc. has offices in Washington, D.C. at 475 School St., S.W., 20024 (202) 554-7552; in New York City (212) 753-1040.

ALEXANDRIA
THE Journal
Year High
PRINCE GEORGE'S
THE Journal
'78 Retain Control
Kelly, Hogan Hold Early Lead
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For Courses
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THE Journal
ARLINGTON
Tax
Wage
Delinqu
INSIDE
Home Made
Baby Food
s' Disease
ounty
THE Journal
FAIRFAX
Fairfax County's Community Newspaper
WEDNESDAY, OCTOBER 18, 1978
25 CENTS
Rugged
Winter
Ahead?
Kids Fight
Proposed
Curf
Fairfax
Fall
Festiv

FLA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
GAINESVILLE	**137.6**	**.0621**	**24.5**	**26.5**	**17.4**	**12.6**	**18.1**	**46.7**	**627,483**	**139,401**	**64,607**	**82,740**	**35,883**	**107,888**	**25,429**
Alachua	137.6	.0621	24.5	26.5	17.4	12.6	18.1	46.7	627,483	139,401	64,607	82,740	35,883	107,888	25,[illegible]
• Gainesville	76.2	.0344	23.8	33.3	17.5	11.2	15.7	25.5	534,028	110,310	46,474	81,342	33,981	101,842	22,[illegible]
SUBURBAN TOTAL	61.4	.0277	26.5	17.9	17.3	14.2	21.2	21.2	93,455	29,091	18,133	1,398	1,902	6,046	2,[illegible]
JACKSONVILLE	**720.2**	**.3251**	**29.0**	**14.3**	**16.3**	**16.6**	**23.5**	**250.0**	**3,040,903**	**648,567**	**241,929**	**359,414**	**129,438**	**706,232**	**109,[illegible]**
Baker	13.7	.0062	27.4	11.8	15.3	15.4	23.0	3.8	40,172	12,803	957	1,828	304	10,845	[illegible]
Clay	59.1	.0267	28.3	11.4	18.3	16.7	21.0	19.3	287,346	57,979	24,108	77,895	6,791	28,182	11,718
Duval	570.4	.2574	28.8	15.1	16.4	16.8	23.1	199.9	2,437,704	503,798	194,943	265,307	118,277	610,043	91,044
• Jacksonville	570.4	.2574	28.8	15.1	16.4	16.8	23.1	199.9	2,437,704	503,798	194,943	265,307	118,277	610,043	91,044
Nassau	32.8	.0148	28.5	10.8	16.6	16.6	22.6	10.6	89,729	30,288	7,232	5,869	680	12,228	2,847
St. Johns	44.2	.0200	33.9	10.7	12.3	15.0	33.6	16.4	185,952	43,699	14,689	8,515	3,386	44,934	2,8[illegible]
SUBURBAN TOTAL	149.8	.0677	29.5	11.1	15.9	16.1	25.2	50.1	603,199	144,769	46,986	94,107	11,161	96,189	18,[illegible]

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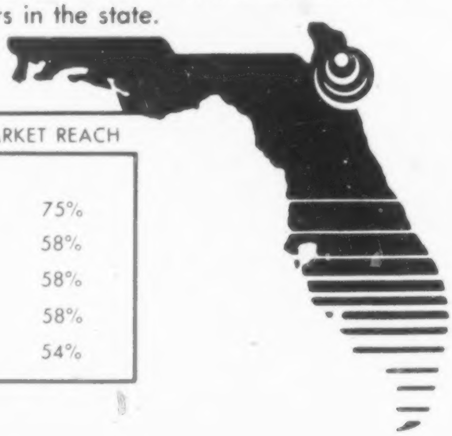
WE TOP FLORIDA

The morning Times Union and evening Journal have a better than 70% market reach — highest penetration into the market of any metro papers in the state. Add the St. Augustine Record and you really cover the top of Florida in force. Take a look . . .

RANK	METRO AREAS	PAPERS	MARKET REACH
1	Jacksonville St. Augustine	Times-Union Journal St. Augustine Record	75%
2	Miami	Herald & News	58%
3	St. Petersburg (Segment)	Times & Independent	58%
4	Orlando	Sentinel Star	58%
5	Tampa (Segment)	Tribune & Times	54%



Florida's Top AM/PM team . . .

The Florida Times-Union   Jacksonville Journal
The St. Augustine RECORD
1 RIVERSIDE AVENUE, JACKSONVILLE, FLORIDA 32202 (904) 791-4350

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Source Circulation 79

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We're Not Just For Rockets Anymore

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The Brevard County area is not only home for the Space Shuttle Program, but also a new home for major corporations throughout the United States that have discovered its wealth and splendor. In one year alone, 19 clean, high-grade industries located in Brevard County. The market is stronger than ever before. If you want to reach one of Florida's fastest growing markets — look us over, you'll find a wealthy, young community continuing to grow. We're not just for rockets any more.

TODAY

Florida's Space Age Newspaper

Covering all of Brevard with award winning weekly newspapers

Star Advocate — **North Brevard**
The Tribune — **Central Brevard**
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FLA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/79 | RETAIL SALES BY STORE GROUP 1979

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LAKELAND - WINTER HAVEN	**284.4**	**.1283**	**32.1**	**11.6**	**14.5**	**15.7**	**30.1**	**103.3**	**1,300,280**	**306,935**	**101,048**	**160,305**	**50,606**	**266,789**	**47,989**
Polk	284.4	.1283	32.1	11.6	14.5	15.7	30.1	103.3	1,300,280	306,935	101,048	160,305	50,606	266,789	47,989
• Lakeland	48.9	.0221	35.6	12.3	11.9	15.1	35.6	18.8	538,068	115,580	40,470	85,686	24,167	112,343	19,233
• Winter Haven	18.8	.0085	36.9	11.7	11.8	15.6	36.4	7.5	273,144	58,376	24,068	41,236	7,540	43,686	12,028
SUBURBAN TOTAL	216.7	.0977	31.2	11.5	15.3	15.9	28.3	77.0	489,068	132,979	36,510	33,383	18,899	110,760	16,728
MELBOURNE - TITUSVILLE - COCOA	**257.3**	**.1161**	**30.2**	**11.8**	**19.8**	**21.2**	**19.2**	**86.3**	**1,063,652**	**237,369**	**105,246**	**167,913**	**42,248**	**201,505**	**42,610**
Brevard	257.3	.1161	30.2	11.8	19.8	21.2	19.2	86.3	1,063,652	237,369	105,246	167,913	42,248	201,505	42,610
• Cocoa	17.6	.0079	29.5	14.0	19.5	19.5	19.8	6.1	94,993	27,079	4,830	15,431	6,204	11,952	2,897
• Melbourne	47.8	.0216	31.0	12.3	17.2	19.9	23.3	16.5	361,129	78,069	23,949	59,275	12,552	91,930	11,280
• Titusville	36.6	.0165	29.6	9.4	21.6	22.7	15.6	11.8	131,348	29,528	14,277	24,571	2,710	27,229	6,664
SUBURBAN TOTAL	155.3	.0701	30.2	12.0	20.2	21.5	18.7	51.9	476,182	102,693	62,190	68,636	20,782	70,394	21,769

"BULLSEYE"

We are the target you are shooting for.

Discover the golden markets of Florida.
Down the middle of the State of Florida lies an eight-county contiguous market group consisting of six New York Times daily newspapers. These papers influence the buying decisions of 156,000 households, or 65% of the households in this fast-growing area.
When comparing the demographics of this untouched golden market area with the major markets in Florida using Sales Marketing & Management's 1980 Survey of Buying Power, you will find rankings within the top three or four in the state.
These golden market papers are available to you through one insertion order, one bill arrangement to make buying these six papers as easy as buying one of the major market products. A national contract is available to make this buy even more attractive.
Call (813) 687-7883 for more details on this fast-growing area or contact your nearest Branham Newspaper Sales Representative or Publishers Representative of Florida.

Other New York Times newspapers available through this plan:
Avon Park Sun, Avon Park, Fla. weekly
The Sebring News, Sebring, Fla. weekly
Marco Island Eagle, Marco Island, Fla. weekly
Fernandina Beach News-Leader, Fernandina Beach, Fla. weekly
The Zephyrhills News, Zephyrhills, Fla. weekly
The Islander, Anna Maria, Fla. weekly
The Dispatch, Lexington, N.C. daily
Star-News Newspapers, Wilmington, N.C. daily
The Times-News, Hendersonville, N.C. daily

Survey of Buying Power, 1980

Effective Buying Income	$4,255,204,000
Retail Sales	$3,091,236,000
Food Sales	$757,407,000
General Merchandise	$342,223,000
Furniture & Appliances	$126,307,000
Automotive Sales	$590,565,000
Drug Sales	$121,173,000
Eating & Drinking	$249,391,000

S&MM

Would You Like To Put Yourself In This Sales And Profits Picture? Just Contact Either Of The Following:

- Gainesville Sun — (904) 378-1411
  P.O. Drawer A, Gainesville, FL 32602
- Ocala Star-Banner — (904) 629-0011
  P.O. Box 490, Ocala, FL 32670
- The Ledger — (813) 687-7000
  P.O. Box 408, Lakeland, FL 33802
- Lake City Reporter — (904) 752-1297
  P.O. Box 1709, Lake City, FL 32055
- Leesburg Commercial — (904) 787-4515
  P.O. Box 7, Leesburg, FL 32748
- Palatka Daily News — (904) 328-2721
  P.O. Drawer 777, Palatka, FL 32077

Your nearest Branham
Newspaper Sales Representative
or Publisher's Representative of Florida

NYT
A New York Times Company

FLA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GRO 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Dru ($00
MIAMI	**1,494.9**	**.6746**	**35.7**	**11.4**	**14.8**	**17.5**	**33.3**	**568.4**	**7,170,416**	**1,475,808**	**674,428**	**1,015,912**	**511,753**	**1,309,332**	**275,[illegible]**
Dade	1,494.9	.6746	35.7	11.4	14.8	17.5	33.3	568.4	7,170,416	1,475,808	674,428	1,015,912	511,753	1,309,332	275,[illegible]
Coral Gables	45.9	.0207	35.2	22.1	11.4	15.3	34.9	17.9	324,092	60,843	32,288	8,164	18,725	106,738	[illegible]
Hialeah	132.5	.0598	33.7	11.4	15.1	22.2	25.9	44.7	686,353	130,974	53,228	153,438	53,550	72,901	20,[illegible]
• Miami	377.4	.1703	38.5	10.8	15.3	17.8	36.3	152.7	1,745,105	283,704	177,968	215,033	157,934	337,655	76,[illegible]
Miami Beach	94.1	.0425	65.8	4.6	4.8	9.3	74.6	55.4	328,331	87,038	50,161	14,609	8,694	39,568	25,[illegible]
SUBURBAN TOTAL	1,117.5	.5043	34.7	11.7	14.6	17.4	32.2	415.7	5,425,311	1,192,104	496,460	800,879	353,819	971,677	199,[illegible]
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***2,422.5***	***1.0932***	***37.1***	***10.7***	***14.3***	***16.6***	***35.6***	***945.5***	***12,503,521***	***2,568,033***	***1,231,087***	***1,691,483***	***809,026***	***2,544,421***	***467,[illegible]***
ORLANDO	**627.0**	**.2829**	**30.7**	**12.4**	**15.1**	**17.2**	**26.3**	**231.4**	**3,037,911**	**704,569**	**295,956**	**419,113**	**126,825**	**621,699**	**77,473**
Orange	429.5	.1938	30.3	13.5	15.3	17.5	25.4	158.4	2,119,768	480,907	214,175	254,752	94,713	446,070	51,2[illegible]
• Orlando	122.3	.0552	31.9	16.5	13.4	15.2	30.6	50.0	915,753	151,248	93,722	141,065	60,947	214,404	24,[illegible]
Osceola	40.7	.0184	39.5	8.7	11.8	13.0	40.9	16.5	180,213	49,456	21,376	13,817	5,440	41,753	7,03[illegible]
Seminole	156.8	.0707	30.3	10.3	15.9	17.5	25.0	56.5	737,930	174,206	60,405	150,544	26,672	133,876	19,1[illegible]
SUBURBAN TOTAL	504.7	.2277	30.5	11.4	15.6	17.7	25.3	181.4	2,122,158	553,321	202,234	278,048	65,878	407,295	53,4[illegible]
PANAMA CITY	**96.8**	**.0437**	**28.7**	**13.3**	**16.4**	**17.0**	**22.6**	**33.7**	**440,433**	**77,028**	**48,555**	**68,413**	**27,964**	**102,201**	**10,500**
Bay	96.8	.0437	28.7	13.3	16.4	17.0	22.6	33.7	440,433	77,028	48,555	68,413	27,964	102,201	10,500
• Panama City	40.5	.0183	30.3	13.1	14.5	16.4	26.9	14.7	348,739	53,992	34,768	61,609	25,590	89,237	9,[illegible]
SUBURBAN TOTAL	56.3	.0254	27.7	13.4	17.7	17.4	19.6	19.0	91,694	23,036	13,787	6,804	2,374	12,964	1,386
PENSACOLA	**281.8**	**.1271**	**27.0**	**16.5**	**16.7**	**16.3**	**20.3**	**94.0**	**1,074,272**	**244,683**	**87,596**	**170,505**	**47,036**	**251,362**	**30,010**
Escambia	229.7	.1036	27.3	16.4	16.6	16.4	20.7	76.5	941,467	186,628	80,129	163,164	42,222	227,662	25,999
• Pensacola	66.3	.0299	31.1	12.5	14.8	16.5	27.7	24.3	356,432	72,639	25,966	12,358	15,947	136,004	10,63[illegible]
Santa Rosa	52.1	.0235	26.1	17.0	17.5	15.9	18.4	17.5	132,805	58,055	7,467	7,341	4,814	23,700	4,011
SUBURBAN TOTAL	215.5	.0972	26.0	17.7	17.4	16.3	18.0	69.7	717,840	172,044	61,630	158,147	31,089	115,358	19,371
SARASOTA	**179.9**	**.0812**	**52.6**	**7.4**	**9.4**	**12.1**	**53.5**	**80.7**	**1,073,146**	**224,895**	**113,050**	**122,965**	**98,072**	**182,463**	**36,612**
Sarasota	179.9	.0812	52.6	7.4	9.4	12.1	53.5	80.7	1,073,146	224,895	113,050	122,965	98,072	182,463	36,612
• Sarasota	49.5	.0223	48.1	9.9	10.3	12.3	48.4	22.2	443,827	84,538	49,484	73,224	22,715	43,737	18,1[illegible]
SUBURBAN TOTAL	130.4	.0589	53.8	6.4	9.1	12.0	55.4	58.5	629,319	140,357	63,566	49,741	75,357	138,726	18,500
TALLAHASSEE	**146.7**	**.0663**	**25.0**	**23.8**	**18.0**	**13.7**	**18.1**	**50.5**	**646,475**	**146,839**	**61,381**	**91,301**	**26,934**	**119,566**	**16,277**
Leon	137.4	.0621	24.8	24.6	18.2	13.6	17.4	47.3	634,109	141,317	59,419	90,170	26,469	117,625	15,796
• Tallahassee	92.5	.0417	24.5	28.7	17.9	12.2	17.6	32.2	408,942	97,680	39,536	60,166	22,675	48,761	12,162
Wakulla	9.3	.0042	30.8	11.3	14.8	14.6	29.2	3.2	12,366	5,522	1,962	831	465	1,941	481
SUBURBAN TOTAL	54.2	.0246	26.9	15.3	18.0	16.2	19.1	18.3	237,533	49,159	21,845	30,835	4,259	70,805	4,115

Tourists didn't make Miami the 12th largest market.

South Florida is now the 12th largest market in the nation in population, 12th in effective buying income and 11th in retail sales.

In any given week, The Miami Herald and The Miami News reach 80% of all adults in South Florida; after four Sundays, The Miami Herald reaches 84% of all adults.

We're second in the number of international banks, second in international air passengers and Miami International Airport is ninth in the world in total passengers.

Some 100 multi-national firms have offices in Greater Miami. Foreign investments have passed four billion dollars.

There's a lot happening in South Florida—enough to write a book. So we did. It's called, "Miami and South Florida . . . Market of the 80's." Write for your free copy, on your company letterhead, to the Advertising Marketing Manager, The Miami Herald, Miami, Florida 33101.

The Miami Herald / El Miami Herald / The Miami News
A Knight-Ridder Newspaper | Serving Miami's Latin Community | A Cox Newspaper

Represented nationally by Knight-Ridder Newspaper Sales, Inc.

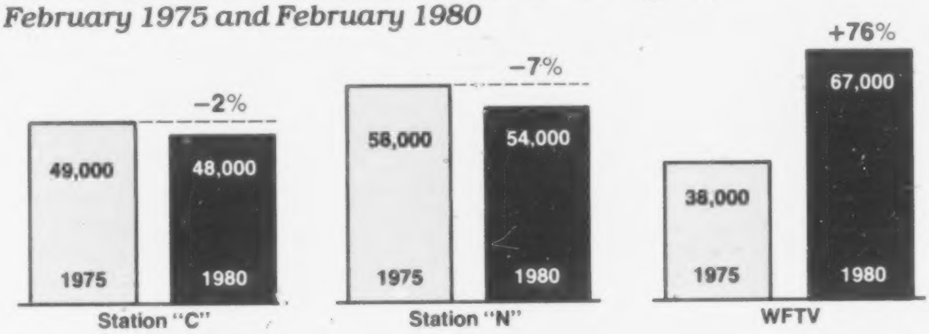
A 5-year plan that worked!

In 1975, WFTV (ABC), Orlando, set out to change the character of Central Florida television. Our plan to expand news coverage and serve communities throughout the region in a hundred ways has paid off . . . for us and our advertisers.

The comparisons below tell just a part of the story.

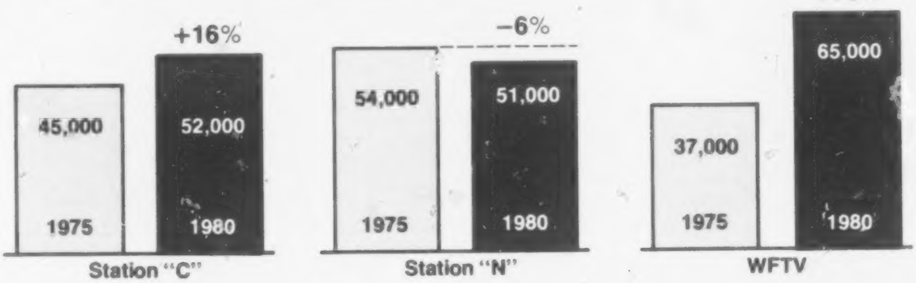
Nielsen Households (9 AM-Midnight)

February 1975 and February 1980



Arbitron Households (9 AM-Midnight)

February 1975 and February 1980



The next five years promise even more. Our commitment to localism and news dominance assures future growth for WFTV and even better buys for our clients. We're the growth leader at the center of growth in Florida.

Data herein are estimates from Nielsen and Arbitron reports, Orlando-Daytona Beach, February 1975 and 1980, day-part summary sections, and are subject to qualifications contained within subject reports.

REPRESENTED BY
BLAIR TELEVISION

abc WFTV9
ORLANDO-DAYTONA BEACH

WE'RE NO. 1 IN FLORIDA...
in per capita and household EBI.

There's a new number one on the horizon and it's in Florida right now ... specifically in the West Palm Beach-Boca Raton SMSA. This is where the sand sparkles, the palm trees sway on gentle ocean breezes and THE EFFECTIVE BUYING INCOME PER CAPITA AND PER HOUSEHOLD IS THE HIGHEST IN THE STATE.

At an affluent household move-in rate of 45 per day, this area is 15th in the nation in per capita EBI right now ... but it won't be for long ... if you catch our drift (growth).

The Post and The Evening Times
Palm Beach County's only a.m. & p.m. newspaper buy.

Sources: Survey of Buying Power Data Service 1979
U.S. Post Office
Represented nationally by Sawyer-Ferguson-Walker

FLA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
TAMPA - ST. PETERSBURG	**1,474.6**	**.6656**	**41.8**	**10.0**	**12.1**	**13.8**	**42.4**	**621.2**	**6,521,762**	**1,652,522**	**615,516**	**965,028**	**290,578**	**1,209,719**	**204,708**
Hillsborough	607.2	.2741	31.1	13.4	15.8	16.4	27.5	221.3	2,903,800	695,388	274,044	421,713	114,740	592,523	81,260
• Tampa	288.4	.1302	33.3	13.2	14.1	16.1	31.6	111.3	1,693,240	287,336	186,135	253,698	84,068	401,396	51,101
Pasco	161.0	.0727	54.3	7.5	8.4	9.8	55.7	71.0	486,961	152,107	35,151	56,169	27,419	60,723	23,227
Pinellas	706.4	.3188	51.8	7.7	9.8	12.5	52.1	328.9	3,131,001	805,027	306,321	487,146	148,413	556,473	100,221
Clearwater	82.1	.0371	51.1	8.3	10.1	12.6	51.4	38.2	685,633	125,669	80,642	97,501	38,491	184,451	13,717
• St. Petersburg	240.2	.1084	52.3	8.0	9.4	12.2	52.6	111.5	1,032,450	283,695	79,790	196,802	35,059	170,764	28,935
SUBURBAN TOTAL	946.0	.4270	42.4	9.6	12.2	13.5	43.2	398.4	3,796,072	1,081,491	349,591	514,528	171,451	637,559	124,672
WEST PALM BEACH - BOCA RATON	**517.5**	**.2335**	**37.8**	**10.1**	**13.6**	**14.9**	**37.9**	**200.9**	**2,666,079**	**611,988**	**241,314**	**348,014**	**161,645**	**535,913**	**90,511**
Palm Beach	517.5	.2335	37.8	10.1	13.6	14.9	37.9	200.9	2,666,079	611,988	241,314	348,014	161,645	535,913	90,511
• Boca Raton	56.5	.0255	45.1	11.1	11.7	13.2	45.7	22.6	281,457	74,033	33,361	54,109	30,087	4,608	8,142
• West Palm Beach	66.2	.0299	41.5	11.1	12.4	14.5	41.7	28.5	615,880	89,698	42,257	135,744	30,497	160,049	17,294
SUBURBAN TOTAL	394.8	.1781	36.3	9.8	14.1	15.0	36.3	149.8	1,768,742	448,257	165,696	158,161	101,061	371,256	65,075
OTHER COUNTIES															
Bradford	17.4	.0079	29.8	13.3	17.6	16.2	24.7	5.6	51,013	18,571	4,008	3,533	1,452	8,501	2,440
Calhoun	9.3	.0042	32.3	10.8	13.9	14.2	32.0	3.1	27,355	9,317	678	1,099	84	5,030	889

TAMPA
ST. PETERSBURG
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18th
MARKET (ARB ADI Rankings)

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Media General

BLAIR

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THE TAMPA BAY MARKET

. . . is comprised of Hillsborough, Pasco and Pinellas Counties, the heart of Florida's Gulf Coast.

- ☐ Tampa Bay is the fastest growing metro market in Florida!
- ☐ Tampa Bay is the fastest growing metro market in the Southeast . . . ahead of Miami and Atlanta!
- ☐ Tampa Bay is the third fastest growing major metro market in the U.S behind Phoenix and Houston! Not bad company!

ATLANTA
TAMPA
MIAMI

Tampa Bay is a great Test Market — a real cross section of America because its citizens have been attracted by the magnetism of this dynamic market from all over the U.S. Tampa Bay is "Main Street America" today!

Advertisers reach this "hot" Tampa Bay Market in The Tampa Tribune and Times at the lowest national line rate of all Florida major metro newspapers.

Source: S&MM Survey of Buying Power, July, 1979

The Quality Buy

THE TAMPA TRIBUNE
Morning and Sunday

The Tampa Times
Evening and Sunday

Media General Newspapers
Represented by Sawyer-Ferguson-Walker

Contact:
Byron Taggart, General Advertising Manager
Tampa Tribune-Times, P.O. Box 191
Tampa, Florida 33601 (813) 272-7445

FLA. (cont.)

ESTIMATES

POPULATION—12/31/79

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)
				18–24 Years	25–34 Years	35–49 Years	50 & Over	
Charlotte	50.9	.0230	58.5	5.0	7.2	9.2	63.9	23.8
Citrus	44.8	.0202	51.6	6.5	8.9	11.2	52.3	18.2
Collier	77.6	.0350	35.3	9.1	13.3	14.4	35.9	29.4
Columbia	31.0	.0140	29.0	12.2	15.2	15.6	25.3	10.6
De Soto	18.0	.0081	33.8	10.2	14.4	14.3	34.1	5.9
Dixie	7.1	.0033	29.1	13.2	15.8	14.5	26.1	2.4
Flagler	8.6	.0039	34.8	9.4	11.4	14.3	35.6	3.0
Franklin	8.0	.0036	34.2	10.8	13.3	13.8	35.1	2.9
Gadsden	36.4	.0165	28.6	11.0	13.3	13.8	27.7	9.7
Gilchrist	5.8	.0026	31.9	10.7	15.8	15.5	29.5	2.2
Glades	5.5	.0025	31.5	10.1	15.7	16.5	28.0	2.1
Gulf	10.3	.0046	30.3	11.2	15.6	17.2	25.5	3.5
Hamilton	8.9	.0040	30.0	11.7	13.1	12.9	30.5	3.1
Hardee	18.0	.0081	29.4	11.9	14.5	14.9	26.9	5.8
Hendry	17.0	.0077	27.7	11.6	15.9	15.9	22.5	5.9
Hernando	34.8	.0157	40.0	8.5	11.7	12.6	41.6	13.0
Highlands	39.7	.0179	40.9	8.6	11.4	12.9	42.1	15.7
Holmes	14.8	.0066	35.4	10.9	13.4	14.0	35.4	5.4
Indian River	51.2	.0232	37.2	8.5	13.1	14.7	37.5	19.6
Jackson	38.9	.0175	31.1	12.5	13.5	14.6	30.1	13.4
Jefferson	10.0	.0045	28.7	11.5	11.7	13.6	29.0	3.3
Lafayette	4.2	.0019	33.0	10.4	14.6	13.8	33.2	1.5
Lake	94.4	.0426	41.2	8.9	11.5	13.3	42.2	37.4
Levy	16.1	.0072	33.8	10.0	12.8	14.3	34.2	6.1
Liberty	4.4	.0020	30.8	11.2	14.4	15.1	28.9	1.5
Madison	14.4	.0065	30.2	13.6	12.4	13.0	31.1	4.7
Marion	105.4	.0476	32.9	10.3	13.8	14.7	32.4	38.1
Martin	50.9	.0230	41.6	8.8	11.5	12.7	42.9	20.6
Monroe	49.3	.0222	30.4	16.0	17.2	15.5	26.6	18.1
Okaloosa	106.9	.0482	25.4	16.7	19.7	18.0	13.0	34.1
Okeechobee	18.9	.0086	26.6	10.5	14.4	14.8	23.1	6.1
Putnam	45.9	.0207	32.0	11.0	13.3	15.3	30.7	16.4
St. Lucie	75.3	.0340	33.2	10.1	12.9	14.8	32.9	28.2
Sumter	21.7	.0098	31.9	13.0	13.3	13.2	32.7	7.5
Suwannee	19.7	.0089	31.7	11.1	13.2	14.4	31.2	7.0
Taylor	14.1	.0064	30.8	11.5	14.2	16.0	28.0	4.8
Union	10.6	.0048	30.1	17.4	23.2	17.8	20.8	2.5
Walton	19.2	.0086	35.7	10.8	12.7	16.1	34.7	7.2
Washington	14.2	.0064	33.7	9.8	13.6	14.0	34.3	4.9
TOTAL METRO COUNTIES	**7,707.2**	**3.4782**	**34.9**	**11.7**	**14.1**	**15.6**	**34.2**	**2,978.3**
TOTAL STATE	**8,956.8**	**4.0422**	**34.7**	**11.5**	**14.2**	**15.4**	**34.1**	**3,432.6**

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Charlotte	221,609	36,095	11,041	17,636	9,250	45,728	14,554
Citrus	144,667	42,502	10,333	6,479	5,374	15,867	5,519
Collier	500,182	104,278	43,365	55,924	38,181	101,652	11,617
Columbia	130,092	27,832	11,490	11,645	3,212	24,595	4,611
De Soto	54,622	18,684	3,019	4,413	894	10,723	2,214
Dixie	18,104	6,803	730	256	449	2,493	604
Flagler	25,601	6,911	1,818	165	448	7,759	321
Franklin	22,374	9,773	1,935	474	718	1,640	751
Gadsden	86,270	23,769	3,604	5,806	3,012	20,873	2,744
Gilchrist	6,137	3,853	552	88	44		92
Glades	4,197	2,379	626	241	31	62	
Gulf	22,440	10,727	1,404	1,395	1,053	2,609	861
Hamilton	27,205	7,195	2,711	1,517	615	2,742	506
Hardee	51,675	20,189	1,679	1,705	1,368	6,003	2,625
Hendry	77,140	33,007	4,067	3,865	1,825	13,313	2,382
Hernando	127,659	41,686	8,290	9,047	3,853	17,183	4,134
Highlands	171,325	50,671	10,741	13,709	5,432	31,293	6,931
Holmes	30,674	11,365	1,532	834	792	6,486	1,402
Indian River	246,024	66,713	21,825	9,970	19,744	48,616	10,760
Jackson	125,441	37,151	8,168	12,038	5,069	28,600	4,181
Jefferson	25,476	7,315	649	793	1,493	4,017	1,960
Lafayette	5,794	2,419	196	214	150	74	43
Lake	400,502	109,787	24,888	31,003	15,671	88,773	17,089
Levy	50,634	18,781	3,091	2,916	2,449	7,927	897
Liberty	3,749	330	336	761	348	152	
Madison	36,988	11,348	1,054	500	506	5,491	3,712
Marion	472,049	124,164	40,765	49,451	15,561	71,695	13,926
Martin	276,244	74,744	23,304	14,460	18,130	44,394	10,073
Monroe	294,048	69,719	42,619	33,700	9,451	30,089	13,395
Okaloosa	411,082	84,539	40,510	64,848	21,627	75,341	8,945
Okeechobee	65,514	25,753	6,094	4,055	2,519	6,310	1,244
Putnam	160,830	49,282	6,593	7,079	5,374	30,825	12,129
St. Lucie	363,481	76,563	26,410	39,728	16,007	89,194	11,495
Sumter	61,441	21,232	4,741	1,344	1,329	2,408	2,042
Suwannee	65,906	20,916	2,496	5,525	2,163	14,111	2,780
Taylor	54,434	13,778	5,277	3,165	3,079	10,282	1,446
Union	8,194	3,532	59		160	1,266	325
Walton	43,684	14,633	1,848	1,757	1,125	7,211	1,460
Washington	27,053	14,675	1,127	1,472	666	1,602	1,133
TOTAL METRO COUNTIES	**36,775,907**	**8,203,328**	**3,482,738**	**5,023,247**	**1,993,947**	**7,349,438**	**1,265,348**
TOTAL STATE	**41,774,816**	**9,536,309**	**3,868,411**	**5,447,857**	**2,214,655**	**8,242,368**	**1,449,674**

FLA.

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
BRADENTON	**987,772**	**12,690**	**8.4**	**17.5**	**23.3**	**19.3**	**.0645**
Manatee	987,772	12,690	8.4	17.5	23.3	19.3	.0645
• Bradenton	201,494	11,181	8.8	16.2	23.0	15.1	.0173
SUBURBAN TOTAL	786,278	13,097	8.4	17.6	23.4	20.5	.0472
DAYTONA BEACH	**1,415,261**	**11,667**	**8.5**	**18.0**	**23.2**	**15.4**	**.1023**
Volusia	1,415,261	11,667	8.5	18.0	23.2	15.4	.1023

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
• Daytona Beach	326,529	10,778	8.4	17.2	20.5	15.1	.0328
SUBURBAN TOTAL	1,088,732	11,927	8.5	18.3	24.0	15.4	.0695
FORT LAUDERDALE - HOLLYWOOD	**7,886,777**	**16,977**	**6.4**	**16.5**	**29.0**	**27.3**	**.4076**
Broward	7,886,777	16,977	6.4	16.5	29.0	27.3	.4076
• Fort Lauderdale	1,612,312	17,016	6.0	16.7	26.7	29.6	.1125
• Hollywood	1,100,954	17,342	6.0	15.3	28.8	28.4	.0744
SUBURBAN TOTAL	5,173,511	16,892	6.6	16.7	29.7	26.5	.3207

ORLANDO/DAYTONA BEACH AD

FLORIDA'S EXCITING GROWTH MARKET

Get your share of it by includin

THE DAYTONA BEACH NEWS-JOURNAL

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HIGHEST IN THE SOUTHEAST

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**Sales & Marketing Management Survey of Buying Power, 197

HOW DID WE GET TO BE SO BIG?

FORT LAUDERDALE NEWS

Sun-Sentinel

MARKET GROWTH:

The South Florida Market (Broward, South Palm Beach County area), ranks 2nd in the nation in per capita retail sales among the top 50 major markets*

*S&MM Survey of Buying Power '79

ADVERTISING GROWTH:

The FORT LAUDERDALE NEWS ranks 4th in the nation in total advertising linage among all 7-day newspapers, putting it ahead of the 7th-ranking Miami Herald by 12,525,935 lines*

The SUN-SENTINEL (5 days a week) ranks 10th in the nation in total advertising linage among all 6-day morning newspapers*

*Media Records '79

CIRCULATION GROWTH:

For Sunday editions alone, the FORT LAUDERDALE NEWS/SUN-SENTINEL posted the largest circulation gain in Florida—up 23,408, or 13.1% over 1979 (ABC Publishers' Statement, 3/30/80)

READERSHIP GROWTH:	% Adults Covered	Audience (000)
FORT LAUDERDALE NEWS/SUN-SENTINEL (Net Unduplicated)	55	360
Miami Herald	22	144
Palm Beach Post-Times (Net Unduplicated)	2	13

Fact: **The NEWS/SENTINEL combo reaches more than twice as many adult readers as all other major daily newspapers combined.**

Fort Lauderdale News/Sun-Sentinel, Tel. 305-761-4466, 101 North New River Drive East, Ft. Lauderdale, FL 33302

Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc. In Florida by Publishers Representatives of Florida

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SARASOTA HERALD-TRIBUNE & SARASOTA JOURNAL

OVER 81% PENETRATION

OF THE SARASOTA METRO MARKET WITH

Per Capita **RETAIL SALES** .... 35% **HIGHER** than Tampa-St. Pete
Per Capita **DRUG STORE SALES** .... 47% **HIGHER** than Tampa-St. Pete
Per Capita **FOOD STORE SALES** .... 12% **HIGHER** than Tampa-St. Pete
Per Capita **FURNITURE & APPLIANCE SALES**...177% **HIGHER** than Tampa-St. Pete
Per Capita **AUTOMOTIVE SALES** .... 24% **HIGHER** than Tampa-St. Pete

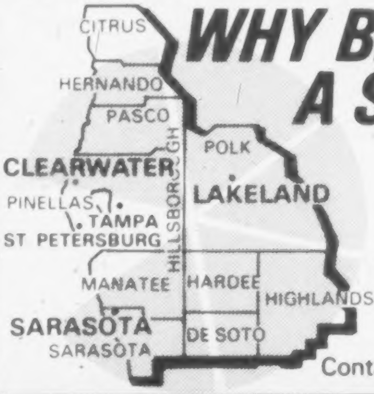
SARASOTA TAMPA BAY'S BEST MARKET

Source: Sales Management Survey of Buying Power, Audit Bureau of Circulations
Represented by: Branham Newspapers Sales & Publishers Representatives of Florida

FLA. (cont.)
ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
FORT MYERS - CAPE CORAL	**1,440,034**	**14,588**	**7.3**	**18.1**	**27.4**	**21.1**	**.0965**
Lee	1,440,034	14,588	7.3	18.1	27.4	21.1	.0965
• Cape Coral	212,862	16,732	6.4	20.1	28.5	27.8	.0120
• Fort Myers	331,902	17,040	6.4	14.9	27.2	29.4	.0334
SUBURBAN TOTAL	895,270	13,490	7.8	18.4	27.2	17.4	.0511
GAINESVILLE	**843,209**	**14,503**	**7.4**	**16.4**	**26.7**	**21.7**	**.0596**
Alachua	843,209	14,503	7.4	16.4	26.7	21.7	.0596
• Gainesville	471,025	14,673	7.5	16.2	26.4	22.6	.0395
SUBURBAN TOTAL	372,184	14,296	7.1	16.8	27.1	20.7	.0201
JACKSONVILLE	**4,570,889**	**15,308**	**6.3**	**17.3**	**29.3**	**21.8**	**.3090**
Baker	64,383	14,443	7.2	16.1	28.1	20.2	.0047
Clay	307,566	13,937	7.7	20.5	31.2	14.4	.0245
Duval	3,792,932	15,976	5.9	16.9	29.6	23.8	.2511
• Jacksonville	3,792,932	15,976	5.9	16.9	29.6	23.8	.2511
Nassau	160,434	14,335	6.9	18.7	33.9	13.0	.0108
St. Johns	245,574	10,314	9.0	18.1	20.3	13.0	.0179
SUBURBAN TOTAL	777,957	12,825	7.9	19.1	27.9	14.1	.0579
LAKELAND - WINTER HAVEN	**1,865,895**	**15,200**	**6.7**	**17.0**	**28.2**	**22.5**	**.1273**
Polk	1,865,895	15,200	6.7	17.0	28.2	22.5	.1273
• Lakeland	380,566	15,893	6.1	13.8	24.0	28.3	.0344
• Winter Haven	146,266	15,365	7.5	15.6	23.8	27.4	.0155
SUBURBAN TOTAL	1,339,063	15,054	6.8	18.0	29.5	20.6	.0774
MELBOURNE - TITUSVILLE - COCOA	**1,455,583**	**16,019**	**6.5**	**18.2**	**36.6**	**17.3**	**.1041**
Brevard	1,455,583	16,019	6.5	18.2	36.6	17.3	.1041
• Cocoa	95,764	14,154	7.0	16.9	30.3	16.8	.0078
• Melbourne	276,953	16,119	6.0	17.5	37.1	17.2	.0251
• Titusville	208,464	17,678	4.9	14.1	43.4	18.7	.0142
SUBURBAN TOTAL	874,402	15,716	6.9	19.4	35.9	17.1	.0570
MIAMI	**12,194,349**	**17,403**	**5.8**	**15.1**	**27.0**	**30.1**	**.7541**
Dade	12,194,349	17,403	5.8	15.1	27.0	30.1	.7541
Coral Gables	621,906	25,408	3.6	10.9	20.5	50.8	.0343
Hialeah	914,724	19,417	4.9	15.4	36.4	29.3	.0634
• Miami	2,546,789	13,447	7.7	18.4	26.2	18.3	.1717
Miami Beach	1,084,834	10,644	7.9	15.1	16.3	20.9	.0531
SUBURBAN TOTAL	9,647,560	19,177	5.2	13.9	27.2	34.6	.5824
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***20,081,126***	***17,222***	***6.1***	***15.7***	***27.7***	***29.0***	***1.2617***
ORLANDO	**4,555,470**	**16,496**	**6.3**	**16.3**	**28.4**	**26.5**	**.3000**
Orange	3,337,391	17,741	5.8	15.7	28.3	30.3	.2136
• Orlando	988,781	15,359	7.0	16.3	25.3	25.8	.0725
Osceola	222,133	10,464	8.8	17.8	22.5	11.5	.0165
Seminole	995,946	15,121	7.2	17.6	30.0	20.4	.0699
SUBURBAN TOTAL	3,566,689	16,770	6.2	16.3	29.1	26.7	.2275
PANAMA CITY	**537,956**	**13,634**	**7.4**	**20.6**	**28.3**	**16.2**	**.0402**
Bay	537,956	13,634	7.4	20.6	28.3	16.2	.0402
• Panama City	227,241	12,883	7.5	19.3	26.8	15.3	.0225
SUBURBAN TOTAL	310,715	14,156	7.3	21.8	29.5	16.9	.0177
PENSACOLA	**1,645,618**	**14,892**	**6.7**	**18.3**	**30.6**	**19.0**	**.1125**
Escambia	1,334,793	14,869	6.6	18.6	30.8	18.7	.0937
• Pensacola	424,298	14,556	6.5	15.2	26.0	22.7	.0311
Santa Rosa	310,825	14,997	6.8	17.4	29.7	20.3	.0188
SUBURBAN TOTAL	1,221,320	14,974	6.7	19.5	32.2	17.6	.0814
SARASOTA	**1,327,450**	**12,382**	**8.6**	**17.4**	**23.4**	**18.0**	**.0936**
Sarasota	1,327,450	12,382	8.6	17.4	23.4	18.0	.0936
• Sarasota	379,915	11,765	8.6	17.0	20.5	19.2	.0312
SUBURBAN TOTAL	947,535	12,621	8.5	17.8	24.5	17.5	.0624
TALLAHASSEE	**1,032,228**	**16,503**	**6.6**	**15.6**	**25.3**	**29.0**	**.0669**
Leon	994,126	17,135	6.5	15.2	25.6	30.4	.0645
• Tallahassee	682,195	16,953	6.7	15.1	24.0	31.1	.0432
Wakulla	38,102	10,192	8.9	21.0	22.1	7.7	.0024
SUBURBAN TOTAL	350,033	15,870	6.6	16.4	27.5	25.4	.0237
TAMPA - ST. PETERSBURG	**10,623,252**	**13,622**	**7.9**	**17.5**	**25.5**	**20.0**	**.6817**
Hillsborough	4,221,590	16,191	6.1	16.0	29.0	25.0	.2834
• Tampa	1,998,394	14,668	6.7	16.7	26.9	21.9	.1450



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CLEARWATER SUN and LAKELAND LEDGER
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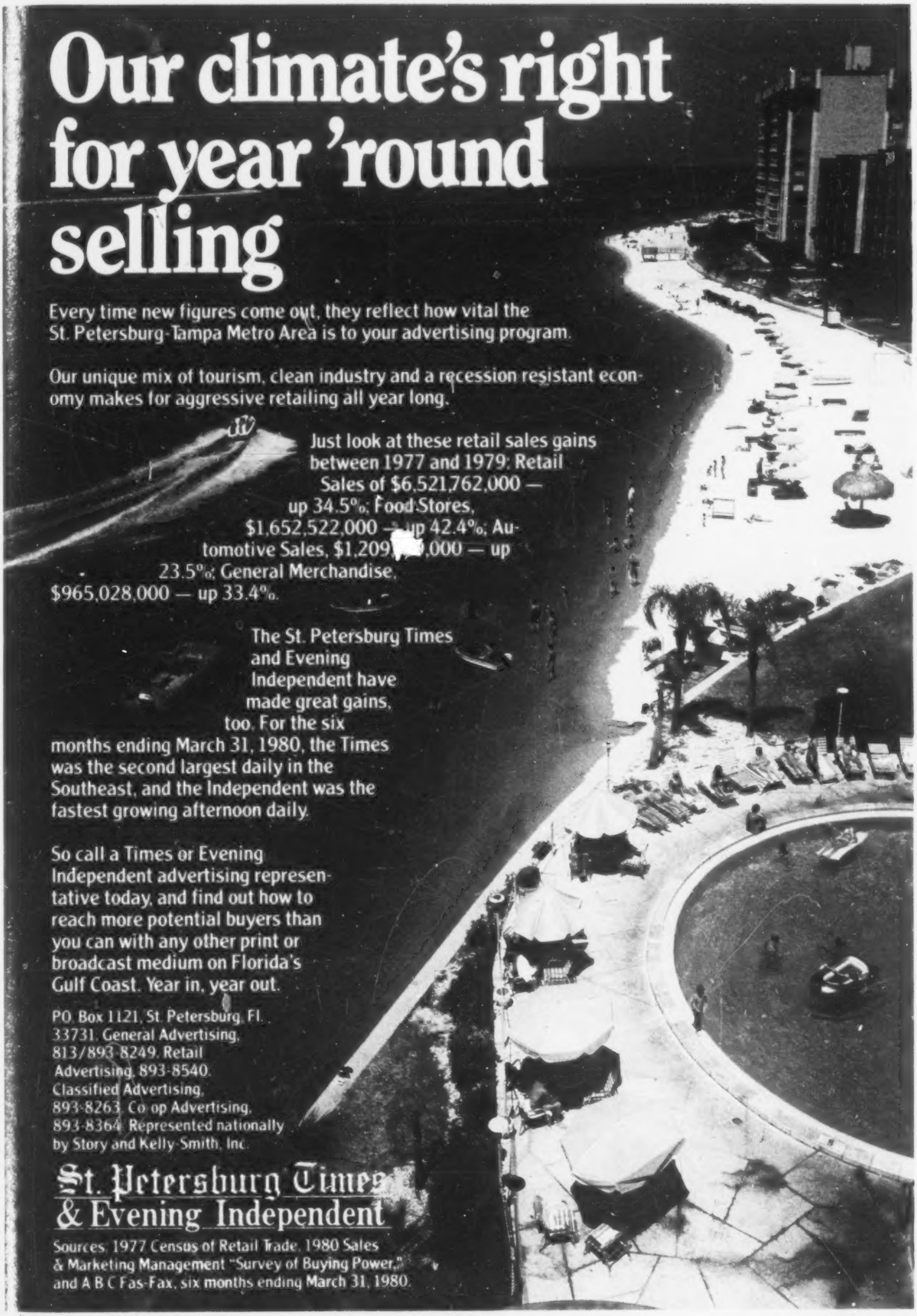

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Just look at these retail sales gains between 1977 and 1979: Retail Sales of $6,521,762,000 — up 34.5%; Food Stores, $1,652,522,000 — up 42.4%; Automotive Sales, $1,209,[illegible],000 — up 23.5%; General Merchandise, $965,028,000 — up 33.4%.

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St. Petersburg Times
& Evening Independent

Sources: 1977 Census of Retail Trade, 1980 Sales & Marketing Management "Survey of Buying Power," and A B C Fas-Fax, six months ending March 31, 1980.

FLA. (cont.)
ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Pasco	820,439	8,811	11.5	18.4	18.0	7.2	.0564
Pinellas	5,581,223	13,279	8.4	18.1	24.8	19.6	.3419
Clearwater	683,689	14,092	8.3	18.0	25.5	21.6	.0517
● St. Petersburg	1,836,830	12,380	8.3	17.6	22.8	18.5	.1133
SUBURBAN TOTAL	6,788,028	13,685	8.2	17.7	25.7	20.0	.4234
WEST PALM BEACH - BOCA RATON	**4,624,150**	**17,441**	**6.2**	**15.1**	**25.6**	**31.1**	**.2797**
Palm Beach	4,624,150	17,441	6.2	15.1	25.6	31.1	.2797
● Boca Raton	776,292	25,365	3.9	10.8	23.2	50.8	.0386
● West Palm Beach	538,381	14,594	7.2	17.1	25.3	23.4	.0434
SUBURBAN TOTAL	3,309,477	17,043	6.4	15.4	26.0	29.6	.1977
OTHER COUNTIES							
Bradford	96,945	15,026	5.2	16.7	29.3	20.8	.0063
Calhoun	37,620	8,732	9.6	17.3	16.9	10.0	.0030
Charlotte	341,141	11,030	10.5	20.2	21.5	13.0	.0226
Citrus	214,393	9,141	10.6	20.1	17.3	8.2	.0155
Collier	592,074	14,391	7.7	18.9	24.9	22.9	.0422
Columbia	145,803	11,561	8.4	19.3	24.1	13.3	.0117
De Soto	80,282	10,718	9.7	20.4	22.7	10.1	.0060
Dixie	29,548	10,224	9.3	20.5	23.3	7.3	.0021
Flagler	30,545	7,390	10.1	19.0	12.2	5.1	.0027
Franklin	33,082	8,762	11.1	16.1	18.6	8.6	.0024
Gadsden	146,890	11,375	8.8	17.6	23.0	15.0	.0107
Gilchrist	25,770	10,547	6.6	22.9	21.1	8.1	.0016
Glades	24,155	9,659	12.1	24.9	16.0	7.0	.0015
Gulf	54,088	13,992	6.7	16.4	32.3	14.2	.0032
Hamilton	37,930	9,351	8.1	16.0	21.7	9.9	.0030
Hardee	90,237	12,353	8.1	22.6	21.9		.0061
Hendry	85,100	11,996	9.3	22.0	24.5	12.4	.0067
Hernando	159,185	9,878	9.5	19.9	21.4	8.1	.0124
Highlands	231,790	11,099	9.5	19.8	20.9	14.0	.0166
Holmes	53,976	7,708	8.5	19.7	15.1	5.3	.0040
Indian River	313,504	13,160	7.6	19.2	25.9	17.2	.0225
Jackson	157,601	8,787	8.5	16.9	20.1	8.1	.0127
Jefferson	39,994	9,713	6.9	16.3	23.9	8.9	.0029
Lafayette	17,825	9,198	10.2	20.5	16.6	8.6	.0012
Lake	542,355	11,113	9.3	19.6	21.9	13.4	.0389
Levy	73,163	9,695	9.9	19.4	20.8	8.2	.0054
Liberty	15,561	9,395	10.7	24.6	17.9	4.1	.0010
Madison	64,312	10,565	7.6	13.8	24.1	14.0	.0046
Marion	593,704	12,225	7.9	18.8	23.5	16.7	.0437
Martin	336,574	12,562	8.3	17.1	25.0	17.2	.0243
Monroe	351,240	14,901	7.1	19.5	27.6	22.0	.0254
Okaloosa	609,605	14,687	7.4	23.2	29.5	19.1	.0425
Okeechobee	85,183	11,363	10.2	24.0	22.9	10.7	.0065
Putnam	264,238	13,109	7.1	16.2	24.5	19.4	.0177
St. Lucie	465,530	13,151	8.2	17.6	23.7	20.0	.0334
Sumter	84,838	9,073	7.9	19.4	19.3	7.5	.0066
Suwannee	110,726	11,060	7.5	15.6	23.2	14.9	.0075
Taylor	69,661	11,717	7.2	16.4	23.0	16.6	.0052
Union	36,411	11,105	9.2	23.7	23.3	9.3	.0024
Walton	85,828	9,414	7.7	18.7	20.0	9.1	.0059
Washington	55,372	8,040	8.0	16.0	18.5	7.6	.0038
TOTAL METRO COUNTIES	**57,005,893**	**15,470**	**6.8**	**16.7**	**27.3**	**24.2**	**3.6996**
TOTAL STATE	**63,889,652**	**14,915**	**7.0**	**17.1**	**26.7**	**23.0**	**4.1940**

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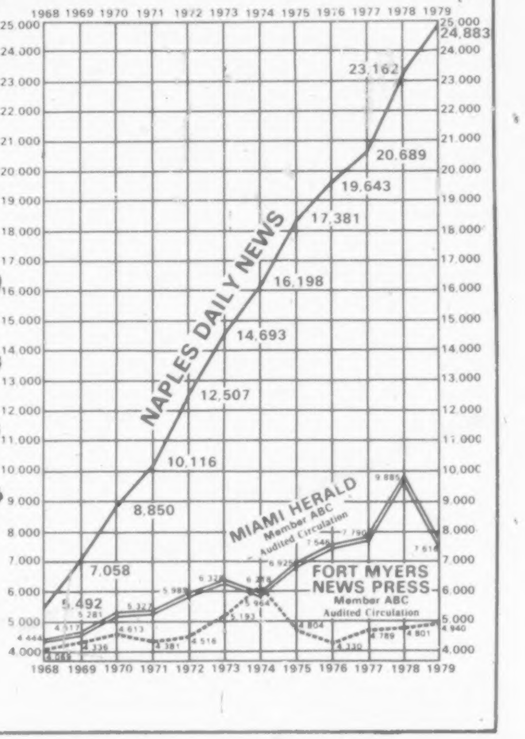
**Audit Bureau of Circulations, March 31, 1979*

*Circulation Comparison**
Collier County, Florida



GEORGIA

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

GA. [illegible] ESTIMATES METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ALBANY	**107.6**	**.0485**	**25.1**	**15.7**	**17.0**	**15.3**	**17.9**	**33.4**	**421,974**	**76,468**	**27,654**	**64,293**	**25,922**	**91,736**	**12,799**
Dougherty	97.4	.0439	25.2	15.8	17.4	15.5	17.5	30.1	417,288	74,462	27,546	64,284	25,808	91,702	12,747
• Albany	79.8	.0360	25.7	14.8	16.9	15.6	18.7	25.2	359,947	64,690	23,740	41,830	21,543	90,797	10,768
Lee	10.2	.0046	23.9	14.5	13.5	13.2	20.9	3.3	4,686	2,006	108	9	114	34	52
SUBURBAN TOTAL	27.8	.0125	23.8	18.2	16.9	14.4	15.7	8.2	62,027	11,778	3,914	22,463	4,379	939	2,031
ATHENS	**108.5**	**.0490**	**25.2**	**24.8**	**17.3**	**13.0**	**20.1**	**37.1**	**399,555**	**81,061**	**33,824**	**46,904**	**21,172**	**96,110**	**13,845**
Clarke	72.8	.0329	24.2	30.7	17.3	12.1	17.1	24.8	370,043	69,850	32,490	45,732	20,918	89,970	12,793
• Athens	51.3	.0232	23.9	36.0	15.5	10.1	18.9	17.1	260,936	53,949	30,045	37,873	18,431	24,430	11,583
Madison	16.1	.0073	29.8	12.2	17.1	15.7	25.4	5.5	11,604	5,099	787	251	64	2,012	436
Oconee	11.3	.0051	28.6	15.8	17.6	13.9	24.8	4.1	7,803	2,978	391	822	127	238	255
Oglethorpe	8.3	.0037	31.2	10.9	15.9	14.1	29.9	2.7	10,105	3,134	156	99	63	3,890	361
SUBURBAN TOTAL	57.2	.0258	28.0	14.8	18.6	15.6	21.3	20.0	138,619	27,112	3,779	9,031	2,741	71,680	2,262
ATLANTA	**1,906.7**	**.8605**	**28.3**	**13.8**	**19.6**	**16.9**	**19.9**	**658.7**	**8,375,077**	**1,635,323**	**792,364**	**1,464,406**	**293,874**	**1,672,791**	**249,615**
Butts	12.5	.0057	29.1	13.4	15.0	14.2	27.0	4.1	29,121	8,620	1,904	515	771	3,748	1,182
Cherokee	42.1	.0190	28.4	12.7	18.1	15.1	22.9	14.4	102,116	31,749	3,447	4,125	5,432	20,581	3,759
Clayton	143.6	.0648	26.0	14.0	24.2	16.6	11.8	46.1	697,195	138,034	48,467	159,643	16,594	105,544	21,666
Cobb	271.3	.1224	27.7	13.2	21.7	18.3	15.9	91.1	1,450,466	284,448	112,034	323,888	49,156	311,496	44,250
De Kalb	466.1	.2104	28.4	13.8	20.4	18.6	18.0	158.6	2,244,77[illegible]	400,929	189,880	525,234	87,809	400,064	62,392
Douglas	51.5	.0233	27.3	11.8	19.3	15.8	19.2	17.0	145,998	47,444	8,867	7,996	3,244	28,746	7,913
Fayette	23.7	.0107	29.9	10.3	18.9	16.6	23.7	7.0	43,262	17,090	2,571	1,904	1,983	5,617	1,429
Forsyth	22.6	.0102	28.4	12.6	18.4	15.4	22.5	7.8	57,137	15,499	3,968	1,395	1,781	12,639	1,760
Fulton	578.0	.2608	29.5	15.5	17.8	15.9	24.3	214.3	2,750,112	442,444	362,869	384,583	103,830	562,926	73,643
• Atlanta	423.7	.1912	29.2	16.2	17.7	14.8	24.9	158.6	1,965,393	285,083	249,794	323,739	69,154	396,718	47,205
Gwinnett	144.9	.0653	27.0	11.7	21.0	15.4	17.8	48.9	467,268	139,715	28,034	31,538	13,835	129,095	17,315
Henry	31.4	.0142	28.5	11.0	15.5	16.3	23.6	10.1	72,210	17,551	8,643	2,192	1,027	15,710	1,116
Newton	32.8	.0148	28.2	13.0	15.9	14.9	24.3	10.8	95,126	27,588	7,664	12,267	2,569	15,971	4,765
Paulding	23.8	.0107	28.7	12.5	17.2	15.8	23.4	8.2	40,359	15,405	1,803	1,592	595	9,097	2,457
Rockdale	32.1	.0145	27.8	11.7	18.5	16.0	20.5	10.3	110,764	26,807	9,977	3,558	2,594	34,598	3,290
Walton	30.3	.0137	29.4	11.6	15.9	14.6	26.6	10.0	69,172	22,000	2,236	3,976	2,654	16,959	2,678
SUBURBAN TOTAL	1,483.0	.6693	28.0	13.1	20.4	17.4	18.4	500.1	6,409,684	1,350,240	542,570	1,140,667	224,720	1,276,073	202,410
AUGUSTA	**292.9**	**.1322**	**26.9**	**16.2**	**16.3**	**16.4**	**20.4**	**92.6**	**1,140,885**	**245,853**	**87,977**	**169,141**	**52,874**	**237,723**	**32,092**
Columbia	34.0	.0154	24.7	14.7	18.3	15.7	15.3	10.9	79,844	21,720	3,898	7,640	2,668	6,544	2,384
Richmond	158.2	.0714	25.7	19.6	15.6	15.4	20.0	47.7	755,125	134,167	67,745	130,733	40,013	172,296	18,050
• Augusta	55.4	.0250	32.1	13.1	12.8	14.5	31.8	20.5	308,889	30,541	24,852	55,316	25,446	69,744	8,463
Aiken, S. C.	*100.7*	*.0454*	*29.6*	*11.4*	*16.9*	*18.1*	*22.7*	*34.0*	*305,916*	*89,966*	*16,334*	*30,768*	*10,193*	*58,883*	*11,658*
SUBURBAN TOTAL	237.5	.1072	26.0	16.9	17.3	16.8	17.7	72.1	831,996	215,312	63,125	113,825	27,428	167,979	23,629

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and in all categories rank in the
TOP 40 MARKETS

	Georgia Group	National Rank
Population	980,300	38
Total Retail Sales	$3,602,813,000	40
Food Store Sales	$734,740,000	42

SOURCE
SURVEY OF BUYING
POWER 1979

THE CHRONICLE & HERALD AUGUSTA	THE LEDGER & ENQUIRER COLUMBUS	THE TELEGRAPH & NEWS MACON	THE NEWS & PRESS SAVANNAH

GA. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000
COLUMBUS	**227.1**	**.1025**	**25.8**	**20.1**	**16.9**	**15.2**	**19.2**	**73.1**	**826,302**	**158,822**	**65,790**	**126,101**	**40,271**	**194,776**	**24,33**
Chattahoochee	16.8	.0076	22.1	76.7	12.2	4.7	.9	1.6	5,370	319	1,449	336		59	
Columbus	163.7	.0739	27.1	16.4	17.8	16.0	19.9	56.4	715,015	127,142	56,371	114,003	38,223	178,241	20,23
• Columbus	163.7	.0739	27.1	16.4	17.8	16.0	19.9	56.4	715,015	127,142	56,371	114,003	38,223	178,241	20,23
Russell, Ala.	*46.6*	*.0210*	*28.4*	*12.9*	*15.4*	*15.9*	*23.9*	*15.1*	*105,917*	*31,361*	*7,970*	*11,762*	*2,048*	*16,476*	*4,09*
SUBURBAN TOTAL	63.4	.0286	23.9	29.8	14.6	13.0	17.8	16.7	111,287	31,680	9,419	12,098	2,048	16,535	4,09
MACON	**248.4**	**.1121**	**28.3**	**13.3**	**16.6**	**17.2**	**21.6**	**80.4**	**966,236**	**206,265**	**73,247**	**146,177**	**36,739**	**196,290**	**27,16**
Bibb	145.6	.0657	29.8	13.1	15.4	16.6	25.3	48.3	682,353	136,828	49,348	111,827	27,799	139,967	19,64
• Macon	122.1	.0551	30.3	13.1	14.4	16.8	26.5	41.1	652,537	127,776	47,580	108,485	26,117	138,531	19,28
Houston	78.3	.0353	26.1	14.2	18.7	19.0	14.3	24.2	259,720	58,181	22,868	34,087	8,520	54,494	5,48
Jones	16.7	.0076	28.0	12.3	18.2	15.4	21.9	5.5	15,861	6,117	818		175	1,690	1,794
Twiggs	7.8	.0035	26.8	12.6	14.3	14.1	24.1	2.4	8,302	5,139	213	263	245	139	246
SUBURBAN TOTAL	126.3	.0570	26.7	13.6	18.6	17.6	16.9	39.3	313,699	78,489	25,667	37,692	10,622	57,759	7,877
SAVANNAH	**219.9**	**.0992**	**28.3**	**14.2**	**15.5**	**15.4**	**24.2**	**72.1**	**887,960**	**179,074**	**77,199**	**106,234**	**57,726**	**163,733**	**24,666**
Bryan	8.2	.0037	25.6	12.6	14.2	13.8	22.9	2.7	18,911	5,698	719	22	78	4,309	213
Chatham	193.5	.0873	28.4	14.5	15.4	15.5	24.4	63.9	841,857	165,206	75,599	105,838	55,026	149,336	23,448
• Savannah	143.9	.0649	29.3	14.3	13.6	14.7	27.6	48.0	449,882	99,272	46,195	37,313	25,399	52,723	13,26
Effingham	18.2	.0082	28.0	11.6	17.0	15.1	22.9	5.5	27,192	8,170	881	374	2,622	10,088	1,005
SUBURBAN TOTAL	76.0	.0343	26.8	14.1	18.7	16.9	17.9	24.1	438,078	79,802	31,004	68,921	32,327	111,010	11,401
OTHER COUNTIES															
Appling	15.0	.0068	27.8	11.9	14.8	14.2	25.1	4.8	34,710	11,270	2,115	2,945	1,052	7,652	900
Atkinson	5.8	.0026	27.3	12.0	13.8	13.4	26.0	1.8	13,948	5,516	796	198	148	943	272
Bacon	9.2	.0042	28.6	11.6	14.0	14.9	26.2	3.2	25,964	5,803	1,331	819	1,210	8,952	1,785
Baker	3.9	.0017	28.4	12.7	12.4	13.6	28.3	1.3	4,866	2,262	31	179			212
Baldwin	32.3	.0146	29.7	14.5	15.4	15.2	26.6	8.0	100,590	31,379	7,552	13,432	2,982	16,124	2,459
Banks	7.0	.0032	32.2	13.0	16.3	15.5	29.9	2.5	1,331	510	120	116	74	15	
Barrow	20.2	.0091	31.1	11.5	15.9	15.5	28.3	7.0	67,389	19,441	3,855	2,382	1,288	17,343	2,774
Bartow	37.0	.0167	29.4	12.4	17.2	15.9	24.5	12.8	135,462	28,030	7,802	6,624	7,528	29,494	4,033
Ben Hill	15.1	.0068	32.6	10.1	13.0	14.6	32.3	5.8	49,658	17,950	2,304	2,919	2,847	9,438	1,987
Berrien	13.3	.0060	30.4	12.3	14.9	15.0	28.2	4.8	42,907	13,433	955	1,266	1,168	14,578	1,934
Bleckley	11.1	.0050	29.0	17.8	13.5	15.3	26.6	3.8	29,191	10,035	1,507	1,307	383	7,144	1,163
Brantley	8.3	.0038	28.6	12.5	14.7	14.9	25.8	2.7	6,719	2,581	60	194	784	314	
Brooks	14.3	.0064	31.1	11.1	11.8	13.1	32.3	4.8	22,674	7,142	650	1,547	1,744	5,358	1,081
Bulloch	34.8	.0157	26.3	21.6	14.3	13.1	24.5	12.2	116,493	28,018	7,767	9,653	5,962	29,755	4,136
Burke	18.2	.0082	27.4	11.5	11.9	13.2	27.8	5.8	43,967	16,306	1,302	2,084	5,401	6,126	1,917
Calhoun	6.3	.0028	29.7	10.4	11.1	14.1	29.9	2.2	12,813	5,642	203	1,053	209	3,239	183
Camden	12.0	.0054	28.0	11.7	17.9	16.0	21.5	3.7	24,596	7,814	1,085	2,655	513	3,421	796
Candler	6.8	.0031	33.8	10.2	12.8	13.7	34.7	2.4	20,498	5,798	1,048	990		5,905	828
Carroll	55.1	.0249	27.4	17.3	15.8	13.6	24.4	18.8	193,881	64,429	12,641	11,524	6,935	37,773	7,776
☐ Catoosa	37.2	.0168	28.9	12.0	19.9	17.7	20.1	12.8	106,893	32,044	5,437	20,863	2,384	11,747	5,001
Charlton	6.5	.0029	26.0	11.2	14.5	14.0	22.9	2.1	15,553	3,345	907	960	41	5,774	468
Chattooga	22.4	.0101	31.6	11.6	15.5	17.0	27.7	7.9	53,066	18,253	1,819	3,962	2,249	10,293	1,425
Clay	3.5	.0016	32.9	10.4	9.4	13.8	34.2	1.1	2,555	1,158	286	180		62	266
Clinch	6.5	.0029	27.2	13.0	15.1	14.0	24.2	1.9	10,612	2,655	237	899	349	1,796	466
Coffee	24.8	.0112	27.5	14.0	15.3	14.2	24.3	8.1	81,280	24,849	5,678	6,803	3,386	14,717	2,280
Colquitt	34.1	.0154	29.8	12.2	14.5	14.9	27.6	11.8	106,056	32,345	4,497	6,151	4,182	15,160	4,369
Cook	12.5	.0056	29.1	12.2	14.3	14.5	27.1	4.3	25,054	7,569	1,721	1,143	815	2,470	1,529
Coweta	37.6	.0170	29.7	11.1	16.3	15.4	25.9	12.8	116,001	32,052	7,941	12,948	6,953	18,457	4,251
Crawford	7.2	.0032	28.4	11.3	14.5	14.9	25.6	2.2	5,460	1,830	201	166		401	126
Crisp	19.0	.0086	28.8	11.3	13.1	14.7	27.2	6.7	97,653	26,766	6,588	7,588	1,768	14,133	955
☐ Dade	12.0	.0054	27.2	15.3	17.7	14.9	21.3	4.0	33,446	11,459	1,393	881	1,660	3,132	680
Dawson	4.9	.0022	29.4	13.1	15.5	15.6	25.7	1.7	7,026	3,315	198	212	45	375	115
Decatur	25.3	.0114	29.4	10.4	12.1	14.6	28.6	8.1	65,423	19,615	4,420	5,945	1,748	12,482	1,850
Dodge	16.9	.0076	31.2	11.8	14.3	14.9	29.6	5.9	71,036	22,171	6,138	4,437	2,558	8,155	2,412
Dooly	11.2	.0051	29.8	11.0	12.3	12.8	30.7	3.7	23,490	4,254	608	244	1,579	4,786	1,078
Early	13.0	.0058	30.7	10.1	12.9	13.9	30.5	4.3	33,592	12,431	909	1,750	852	8,228	1,487
Echols	2.1	.0010	29.7	11.7	14.1	14.9	27.6	.6	224	139					
Elbert	18.5	.0083	32.2	10.9	14.8	15.0	30.7	6.6	60,844	18,541	2,358	3,867	1,969	19,781	2,295
Emanuel	20.6	.0093	29.7	11.5	13.9	14.3	28.3	7.1	62,783	17,076	1,765	5,101	3,124	15,864	1,591
Evans	8.9	.0041	30.3	10.7	13.7	14.1	29.4	3.0	27,076	6,891	1,404	124	519	5,143	1,108
Fannin	14.5	.0065	34.0	10.6	14.1	16.9	31.7	5.2	39,208	13,021	1,476	3,941	1,283	4,802	1,631
Floyd	80.7	.0364	31.1	12.7	15.9	17.1	26.6	28.2	297,772	75,630	24,338	32,742	18,029	67,158	8,955
Franklin	14.1	.0064	31.5	12.6	15.3	15.0	29.5	4.9	63,742	17,220	3,109	1,338	1,973	12,216	2,169
Gilmer	11.5	.0052	31.8	11.3	15.6	16.0	29.1	4.1	36,519	8,884	1,264	2,957	1,113	11,655	896
Glascock	2.7	.0012	35.9	8.8	14.2	14.3	36.6	.7	1,159	511	48				19
Glynn	49.0	.0222	28.6	13.1	17.5	16.1	22.6	16.5	278,520	64,229	29,408	16,640	15,519	70,829	11,119
Gordon	28.1	.0126	29.8	12.0	17.4	16.2	24.8	9.8	91,702	28,203	8,908	4,069	5,442	14,259	3,887
Grady	20.0	.0091	31.2	10.9	13.7	14.4	30.4	6.8	50,158	17,149	2,043	1,721	1,341	12,114	1,704
Greene	10.4	.0047	31.1	10.1	12.4	13.2	32.0	3.5	25,920	9,417	795	645	531	4,269	1,615
Habersham	25.1	.0114	29.2	14.9	15.9	15.9	24.9	8.4	86,860	22,750	4,857	4,193	2,800	16,471	3,430
Hall	71.0	.0320	29.4	12.8	17.6	16.8	23.3	24.4	280,043	65,629	17,610	40,476	9,754	47,493	12,457
Hancock	9.4	.0043	27.7	11.3	12.7	13.2	27.5	2.9	11,454	4,761	315	96	582	1,805	353
Haralson	18.5	.0083	31.5	11.9	16.5	16.2	28.0	6.6	47,634	12,952	2,536	1,485	1,304	9,359	2,906
Harris	12.5	.0057	31.3	11.2	12.8	15.6	29.7	4.0	19,868	5,996	5,903	883	138	2,699	646
Hart	16.5	.0074	30.4	12.3	15.1	15.8	27.3	5.8	29,513	11,635	1,965	2,518	1,892	4,510	1,613
Heard	6.4	.0029	32.6	10.5	14.4	14.3	32.3	2.1	3,553	1,283	266	253	58	296	195
Irwin*	8.8	.0040	32.3	10.1	13.3	14.5	31.9	3.1	13,712	3,302	444	580	717	3,301	550
Jackson	24.0	.0108	30.1	12.8	16.2	14.8	27.3	8.5	68,227	14,474	7,074	4,050	3,150	13,323	1,970
Jasper	7.1	.0032	32.1	11.1	12.2	14.2	32.3	2.2	10,220	3,039	458	427	60	3,216	380
Jeff Davis	10.7	.0048	27.9	13.2	14.9	14.9	24.5	3.6	30,529	9,394	1,064	2,305	915	6,366	1,105

GA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
efferson	16.8	.0076	28.8	11.1	12.7	13.2	28.9	5.5	36,317	12,857	1,283	2,334	1,847	6,606	1,538
enkins	8.6	.0039	30.5	11.5	13.0	14.8	29.3	3.1	15,295	4,515	465	126	485	2,862	531
ohnson	7.4	.0033	30.5	11.3	13.7	13.7	30.1	2.4	12,679	4,720	202	502	567	3,207	85
amar	11.5	.0052	29.6	14.1	13.1	15.3	27.6	3.7	27,269	6,547	1,849	2,329	817	8,925	1,217
anier	5.7	.0025	28.7	12.5	14.7	15.7	25.0	1.7	5,948	1,335	93	73	417	2,035	93
aurens	35.5	.0161	31.0	10.7	14.3	15.3	29.0	12.2	126,675	33,385	4,481	13,228	4,849	30,932	5,116
iberty	31.4	.0141	22.5	37.0	14.8	10.8	11.1	7.3	61,956	14,099	9,108	5,179	1,391	10,156	2,832
incoln	6.3	.0029	30.2	10.7	12.8	16.6	27.3	1.9	6,265	1,979	314	269	62	269	658
ong	3.9	.0017	28.0	12.7	11.9	14.9	26.8	1.1	4,428	1,202	217	182		557	75
owndes	66.7	.0301	25.3	17.2	15.9	13.9	20.6	21.9	302,495	59,984	22,480	27,244	10,210	64,887	19,100
umpkin	10.0	.0045	26.0	22.0	15.8	13.8	21.9	2.9	17,880	6,659	2,798	212		1,828	1,008
McDuffie	18.2	.0083	28.3	12.5	16.0	15.9	23.4	5.8	70,199	24,946	3,475	4,615	3,520	9,955	3,029
McIntosh	8.7	.0039	27.5	11.4	14.5	13.9	25.2	2.9	25,823	6,048	3,111	446		7,480	117
Macon	12.2	.0055	28.6	11.4	12.9	12.8	28.9	3.6	26,764	9,517	960	691	1,347	5,586	810
Marion	6.2	.0028	29.2	11.7	13.8	12.8	29.1	1.9	10,060	2,358	168	131		3,564	638
Meriwether	20.4	.0092	29.7	12.1	13.8	14.0	28.8	6.3	78,520	17,121	3,750	1,753	2,468	37,156	1,498
Miller	6.1	.0027	31.7	9.2	14.8	14.0	31.1	1.9	16,247	6,458	144	481	687	3,798	454
Mitchell	19.3	.0087	28.0	10.8	13.5	13.5	27.0	6.2	44,405	14,025	1,082	3,778	1,747	9,294	1,706
Monroe	13.4	.0061	28.2	14.3	15.1	14.1	25.6	3.9	46,677	8,608	3,035	402	381	13,610	1,723
Montgomery	6.5	.0029	28.6	17.4	14.6	12.7	27.9	2.0	23,555	5,195	2,498	3,492	1,620	7,481	357
Morgan	9.8	.0044	29.8	11.3	14.0	13.4	29.3	3.0	29,817	8,178	625	1,551	1,157	6,239	1,057
Murray	18.5	.0084	28.2	13.0	18.0	15.5	22.3	6.2	47,436	19,952	2,403	1,707	5,136	7,354	1,382
Peach	21.3	.0097	25.7	16.6	14.5	14.4	22.1	6.4	50,991	14,503	2,402	1,195	2,053	8,124	1,539
Pickens	11.1	.0050	31.5	12.2	16.1	15.7	28.6	3.7	36,962	8,330	1,355	1,315	497	16,879	1,331
Pierce	11.1	.0050	29.5	11.1	14.1	14.5	27.8	3.6	23,751	5,101	1,402	549	79	7,394	1,260
Pike	8.7	.0039	31.2	11.7	14.0	14.3	30.4	2.9	5,222	2,174	411	454	121	101	108
Polk	30.2	.0136	31.5	11.2	15.3	15.8	28.9	10.7	92,988	33,195	4,364	3,727	3,779	19,813	6,930
Pulaski	8.5	.0039	32.4	9.7	13.9	15.8	30.6	3.1	26,589	9,122	1,002	751	901	7,214	1,373
Putnam	9.1	.0041	28.8	11.8	15.2	14.5	26.1	2.8	21,933	8,606	1,292	1,020	445	4,831	758
Quitman	1.9	.0008	28.9	11.7	10.6	13.3	30.3	.6	952	780	31	15			
Rabun	8.8	.0040	32.1	11.5	15.6	15.1	30.3	3.3	26,863	9,544	1,287	1,830	1,275	3,982	1,053
Randolph	8.8	.0040	32.6	12.2	10.3	12.9	34.6	3.2	15,891	5,212	840	886	753	3,025	940
Schley	3.0	.0013	30.0	11.8	15.0	11.9	30.5	.8	7,616	1,727	77	807	448	2,343	
Screven	12.7	.0057	31.0	11.3	12.0	14.4	30.8	4.2	36,344	11,185	749	1,331	726	6,994	1,796
Seminole	7.9	.0036	30.3	10.0	14.0	14.6	28.8	2.8	30,187	11,149	1,127	964	773	6,185	1,290
Spalding	47.2	.0213	30.4	11.3	16.4	16.2	26.3	16.7	172,158	41,701	11,867	19,785	8,878	38,213	8,527
Stephens	23.8	.0107	31.3	12.5	16.0	16.2	27.9	8.7	100,724	22,176	5,676	10,007	4,361	37,605	4,181
Stewart	4.7	.0022	30.5	10.5	13.3	14.4	29.6	1.6	12,290	3,868	459	454	120	3,496	554
Sumter	28.0	.0126	26.7	16.4	13.4	12.7	26.1	8.9	104,926	23,107	5,229	3,196	3,431	15,979	4,327
Talbot	5.9	.0027	29.1	11.4	13.3	13.9	28.3	1.5	7,207	2,054	61	1,071	102	193	108
Taliaferro	2.4	.0011	36.4	10.5	10.5	12.2	38.9	.7	1,208	447	302	187	41		28
Tattnall	17.1	.0077	30.6	12.7	16.9	15.8	26.8	5.0	40,889	13,782	918	1,804	4,078	8,558	1,970
Taylor	7.8	.0035	30.0	10.7	14.2	13.4	29.5	2.5	17,463	4,924	302	475	581	6,023	860
Telfair	11.9	.0054	30.7	10.6	13.0	13.6	30.8	3.9	30,308	9,026	1,090	1,819	1,482	6,776	2,158
Terrell	10.6	.0047	29.7	10.8	13.2	12.9	30.1	3.5	25,906	7,226	1,084	1,358	1,104	5,685	1,038
Thomas	38.4	.0174	30.1	10.7	13.9	14.8	28.3	13.0	133,537	40,967	6,826	14,311	4,766	21,113	4,058
Tift	32.0	.0144	26.7	14.7	15.0	14.4	23.2	10.5	132,155	24,700	10,055	13,566	4,191	28,516	4,264
Toombs	21.2	.0096	29.4	11.2	15.3	14.8	26.5	7.3	76,797	21,013	3,785	4,791	2,205	12,387	2,131
Towns	4.8	.0021	33.0	16.1	13.2	14.4	33.0	1.5	10,748	2,794	1,311	144	83	2,249	313
Treutlen	6.3	.0029	30.1	11.9	12.8	13.3	30.5	2.1	9,596	2,538	763	627	252	1,687	936
Troup	45.4	.0205	31.5	12.4	12.9	15.5	30.0	16.3	188,541	42,399	10,311	14,397	14,652	31,793	7,426
Turner	8.8	.0040	29.4	11.2	13.7	14.2	28.1	3.1	21,999	6,613	728	1,308	546	6,182	951
Union	8.0	.0036	33.4	10.3	13.6	15.6	32.3	2.8	17,283	4,786	958	491	674	2,329	407
Upson	25.0	.0113	32.9	10.8	14.5	16.5	30.4	9.0	75,890	19,983	4,000	6,528	3,487	16,950	3,534
☐ Walker	54.1	.0244	30.1	11.8	17.5	16.7	24.8	18.4	124,546	50,130	5,434	2,892	3,043	21,702	2,764
Ware	36.6	.0165	30.5	11.0	14.1	15.9	27.7	13.0	166,338	33,876	8,540	29,854	7,494	34,199	3,770
Warren	6.7	.0030	30.7	11.2	12.2	14.1	30.6	1.7	8,456	2,496	279	127	429	1,752	92
Washington	16.5	.0074	30.3	11.0	13.7	14.1	29.5	5.3	46,886	11,129	1,735	1,534	1,374	12,608	1,707
Wayne	19.0	.0086	28.5	11.6	14.9	16.1	24.2	6.2	68,918	13,846	4,708	2,682	3,793	16,907	6,148
Webster	2.5	.0011	29.1	12.5	12.2	13.7	29.1	.9	4,864	876		2,878		427	
Wheeler	5.2	.0024	31.8	12.5	12.0	12.8	33.4	1.9	3,989	1,429	173		94	373	92
White	8.9	.0040	30.1	14.4	16.4	14.7	27.2	3.2	28,545	3,971	3,014	715	363	9,547	882
Whitfield	61.6	.0278	28.2	13.2	18.7	16.2	21.0	21.1	276,973	72,114	20,461	17,060	41,648	45,813	8,004
Wilcox	7.8	.0035	32.6	11.3	11.7	13.9	33.2	2.6	10,667	2,657	548	667	217	1,633	462
Wilkes	10.3	.0047	33.2	10.2	13.8	15.0	32.5	3.5	32,072	10,075	1,197	1,297	986	9,480	1,148
Wilkinson	9.7	.0044	29.2	11.9	14.9	14.5	26.9	3.2	21,945	5,996	983	354	664	6,334	415
Worth	16.6	.0074	28.3	11.9	14.1	14.1	26.4	5.5	32,009	9,936	1,198	2,433	250	10,215	1,530
TOTAL METRO COUNTIES	**3,067.1**	**1.3842**	**27.8**	**15.0**	**18.6**	**16.4**	**20.2**	**1,033.5**	**12,871,041**	**2,555,172**	**1,146,015**	**2,105,367**	**523,424**	**2,614,381**	**377,205**
TOTAL STATE	**5,166.2**	**2.3315**	**28.3**	**14.2**	**17.1**	**15.8**	**22.8**	**1,735.3**	**19,464,083**	**4,336,086**	**1,550,136**	**2,592,543**	**825,294**	**4,007,861**	**632,540**

If the *Survey of Buying Power* is important to your work, you owe it to yourself to see and evaluate the new 1980 *Survey of Buying Power* DATA SERVICE. For more information, see the brochure in this magazine.

[illegible]ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ALBANY	**689,849**	**16,663**	**5.7**	**15.1**	**25.6**	**29.5**	**.0453**
Dougherty	653,476	17,933	5.2	14.3	26.3	32.3	.0431
• Albany	520,455	16,726	5.6	15.1	25.3	29.9	.0355
Lee	36,373	9,060	11.2	22.2	18.7	3.9	.0022
SUBURBAN TOTAL	169,394	16,476	6.4	14.9	26.2	28.4	.0098
△ **ATHENS**	**607,825**	**13,188**	**7.9**	**18.2**	**26.1**	**17.6**	**.0421**
Clarke	453,597	14,296	7.3	16.2	24.8	23.0	.0331
• Athens	315,199	13,175	8.0	15.9	22.4	22.3	.0232
Madison	71,172	12,316	8.6	22.4	32.6	5.8	.0040
Oconee	48,192	11,021	9.8	24.3	26.2	4.7	.0028
Oglethorpe	34,864	11,333	8.4	20.9	25.0	10.1	.0022
SUBURBAN TOTAL	292,626	13,196	7.8	20.3	29.3	13.4	.0189
ATLANTA	**14,773,277**	**19,749**	**4.6**	**14.0**	**30.9**	**34.2**	**.9119**
Butts	57,775	11,516	7.3	20.4	26.5	9.8	.0039
Cherokee	235,735	15,002	6.7	19.6	35.0	15.0	.0145
Clayton	1,027,224	21,350	3.0	13.3	40.6	34.3	.0684
Cobb	1,872,295	19,498	4.5	15.3	38.5	28.9	.1314
De Kalb	4,116,305	24,109	3.3	10.8	28.2	47.3	.2452
Douglas	304,039	17,141	5.6	16.5	38.0	20.4	.0191
Fayette	125,402	16,219	5.5	17.0	34.6	20.0	.0075
Forsyth	109,719	12,588	8.7	23.1	30.3	9.0	.0073
Fulton	5,139,092	19,206	5.2	13.5	25.2	36.2	.3039
• Atlanta	3,377,282	16,850	6.0	15.3	26.5	29.2	.2090
Gwinnett	968,115	18,597	4.9	15.5	35.9	27.4	.0588
Henry	191,804	16,838	5.6	15.3	29.0	27.3	.0112
Newton	171,356	14,121	7.1	19.8	30.3	16.2	.0113
Paulding	118,968	13,817	6.1	20.3	31.2	13.3	.0072
Rockdale	182,851	16,716	4.6	17.6	36.8	20.4	.0124
Walton	152,597	13,768	8.2	20.0	31.4	13.7	.0098
SUBURBAN TOTAL	11,395,995	20,562	4.2	13.6	32.2	35.8	.7029
AUGUSTA	**1,797,707**	**16,218**	**5.8**	**16.6**	**29.2**	**24.8**	**.1203**
Columbia	185,832	15,877	6.3	17.6	34.1	19.6	.0115
Richmond	914,576	14,783	6.4	18.1	28.8	20.5	.0680
• Augusta	296,612	10,685	8.1	17.6	21.4	13.7	.0246
Aiken, S. C.	*697,299*	*18,709*	*4.8*	*14.1*	*28.4*	*32.2*	*.0408*
SUBURBAN TOTAL	1,501,095	17,797	5.2	16.3	31.4	27.9	.0957
COLUMBUS	**1,286,306**	**14,404**	**6.9**	**18.6**	**28.8**	**19.0**	**.0882**
Chattahoochee	78,686	11,838	10.8	26.7	26.9	10.4	.0041
Columbus	987,628	15,033	6.7	18.5	29.8	20.4	.0696
• Columbus	987,628	15,033	6.7	18.5	29.8	20.4	.0696
Russell, Ala.	*219,992*	*12,285*	*7.2*	*17.9*	*25.6*	*14.9*	*.0145*
SUBURBAN TOTAL	298,678	12,219	7.6	18.7	25.7	14.5	.0186
MACON	**1,436,840**	**15,519**	**6.3**	**16.8**	**29.3**	**22.5**	**.0995**
Bibb	826,731	14,373	6.7	16.5	27.5	20.5	.0617
• Macon	689,973	13,785	6.9	16.4	26.6	19.6	.0544
Houston	497,061	18,452	5.1	16.5	32.9	29.8	.0313
Jones	80,697	13,253	8.3	19.7	30.8	12.1	.0045
Twiggs	32,351	11,761	7.6	18.8	25.3	12.6	.0020
SUBURBAN TOTAL	746,867	17,039	5.7	17.3	32.0	25.5	.0451
SAVANNAH	**1,304,340**	**15,648**	**5.9**	**15.3**	**29.0**	**23.0**	**.0903**
Bryan	37,312	12,789	7.6	21.2	30.0	10.4	.0025
Chatham	1,175,149	15,785	5.8	15.4	28.5	23.9	.0823
• Savannah	858,217	14,114	6.5	15.5	25.1	22.2	.0547
Effingham	91,879	15,948	6.4	11.9	35.1	18.3	.0055
SUBURBAN TOTAL	446,123	17,956	4.8	14.7	37.1	24.5	.0356
OTHER COUNTIES							
Appling	53,927	9,277	8.2	18.9	21.2	7.0	.0043
Atkinson	22,474	9,176	8.0	15.2	19.4	12.2	.0016
Bacon	44,548	10,312	9.5	16.8	22.5	12.0	.0032
Baker	12,267	7,256	9.6	17.8	12.8	4.8	.0009
Baldwin	170,416	17,650	5.7	16.2	25.7	31.6	.0115
Banks	27,201	10,185	8.3	24.2	23.3	3.3	.0016
Barrow	93,572	12,048	9.1	21.7	28.5	9.5	.0070
Bartow	222,265	15,924	5.9	17.9	32.0	21.3	.0147
Ben Hill	94,667	11,811	7.7	15.4	24.2	16.7	.0059
Berrien	52,298	8,887	10.0	21.1	18.3	5.1	.0044
Bleckley	48,309	10,216	8.3	20.2	23.1	7.7	.0035
Brantley	33,057	10,638	8.9	24.0	21.1	8.0	.0020
Brooks	54,082	8,161	9.1	16.4	17.5	7.8	.0037
Bulloch	159,573	11,054	8.1	20.0	23.4	11.0	.0120
Burke	77,059	9,000	7.7	13.8	18.8	13.8	.0055
Calhoun	22,114	6,728	8.0	16.2	14.0	4.6	.0017
Camden	66,629	17,153	5.3	15.2	32.9	24.4	.0041
Candler	32,262	10,856	8.0	16.9	24.3	11.9	.0022
Carroll	275,555	12,847	8.0	21.1	29.1	12.2	.0201
☐ Catoosa	217,548	16,084	5.4	19.9	37.0	17.5	.0136
Charlton	28,523	10,248	13.7	18.0	22.8	10.7	.0020
Chattooga	114,005	13,073	7.3	21.2	31.3	11.4	.0073
Clay	26,342	13,325	7.0	16.7	15.3	30.0	.0012
Clinch	23,864	10,525	10.4	22.3	20.2	10.4	.001
Coffee	114,291	11,240	8.6	21.1	22.5	12.2	.0086
Colquitt	171,268	11,924	7.7	18.5	24.9	14.2	.0119
Cook	52,046	10,665	7.8	21.0	24.1	7.4	.0036
Coweta	204,046	14,019	6.1	19.8	29.0	17.0	.0136
Crawford	22,273	8,257	9.7	15.5	21.5	4.6	.0016
Crisp	105,567	12,821	7.1	14.2	25.1	18.4	.0083
☐ Dade	64,365	14,646	5.8	19.3	33.0	15.6	.0041
Dawson	18,226	9,950	11.0	26.3	18.5	4.9	.0012
Decatur	119,873	11,857	7.3	15.9	23.9	16.3	.0082
Dodge	77,958	9,310	8.4	17.5	20.6	9.2	.0063
Dooly	46,720	8,838	6.9	14.8	19.4	11.9	.0032
Early	55,560	9,291	9.1	14.7	19.7	12.6	.0039
Echols	6,931	9,048	7.6	14.7	23.8	8.2	.0004
Elbert	90,026	11,584	8.2	20.1	25.9	10.8	.0064
Emanuel	88,773	9,613	8.5	18.0	20.4	10.0	.0068
Evans	40,302	10,360	8.0	16.3	21.0	13.9	.0029
Fannin	58,304	10,055	10.0	25.0	19.5	5.8	.0044
Floyd	532,313	16,762	5.9	15.4	30.4	25.1	.0339
Franklin	72,558	13,109	7.3	19.6	28.3	13.9	.0056
Gilmer	48,692	9,868	10.4	20.7	23.1	5.5	.0037
Glascock	8,942	9,200	9.8	19.7	18.0	8.9	.0007
Glynn	310,035	16,325	6.1	16.1	30.0	24.7	.0234
Gordon	163,790	15,152	6.6	20.3	31.4	19.2	.0106
Grady	81,781	9,496	9.1	18.3	21.0	8.5	.0062
Greene	47,415	11,814	8.1	17.0	27.7	11.8	.0032
Habersham	120,962	12,837	7.9	21.9	29.6	10.8	.0089
Hall	387,746	13,898	7.6	20.9	30.5	14.9	.0279
Hancock	28,680	7,789	7.1	21.7	16.2	4.1	.0020
Haralson	90,423	12,177	8.9	22.0	27.7	9.7	.0062
Harris	67,549	13,689	5.4	16.0	26.7	19.3	.0038
Hart	86,071	13,412	6.6	18.1	29.8	14.0	.0052
Heard	24,034	10,611	8.0	22.8	25.9	3.9	.0014
Irwin	37,533	9,035	9.2	19.2	19.1	7.2	.0024
Jackson	113,439	12,389	8.4	21.8	30.7	7.5	.0079
Jasper	31,326	10,362	8.4	12.2	23.6	15.3	.0020
Jeff Davis	56,048	13,493	5.7	18.1	26.5	18.0	.0037
Jefferson	74,207	10,644	8.7	16.6	21.8	13.9	.0050
Jenkins	34,661	8,887	8.8	18.7	19.7	6.9	.0024
Johnson	32,993	11,108	7.0	15.6	25.1	12.8	.0021
Lamar	54,712	13,223	6.6	20.8	27.5	15.2	.0036
Lanier	23,014	10,935	7.6	20.6	22.9	10.8	.0014
Laurens	174,031	11,133	7.5	17.7	22.4	13.9	.0130
Liberty	93,854	9,028	10.0	21.2	19.4	4.7	.0078
Lincoln	24,589	9,726	9.7	18.9	18.1	11.7	.0016
Long	13,964	10,359	9.3	18.0	20.2	13.1	.0008
Lowndes	340,893	12,765	7.8	17.6	26.4	15.7	.0269
Lumpkin	38,931	11,625	8.2	20.1	26.8	10.2	.0027
McDuffie	91,437	13,575	6.7	16.5	27.6	18.0	.0068
McIntosh	33,495	9,415	10.3	19.8	19.7	7.6	.0027
Macon	41,365	8,402	8.7	17.6	17.5	8.1	.0033
Marion	18,816	8,457	8.8	22.9	16.7	3.7	.0016
Meriwether	90,526	12,108	7.5	17.5	25.6	14.7	.0072
Miller	21,452	7,774	7.2	14.3	19.2	8.2	.0018
Mitchell	76,196	9,474	8.2	19.0	20.2	8.7	.0056
Monroe	73,369	16,169	5.5	15.3	30.1	23.8	.0050
Montgomery	28,341	10,727	9.6	16.5	22.8	13.1	.0022
Morgan	36,756	10,398	7.3	15.9	23.8	11.7	.0031
Murray	107,322	16,126	5.0	20.4	35.4	19.3	.0066
Peach	111,775	14,568	7.1	17.9	25.9	22.8	.0071
Pickens	50,490	12,221	8.9	20.2	29.7	9.8	.0039
Pierce	51,377	12,336	7.7	20.0	24.9	14.7	.0034
Pike	43,624	13,174	7.1	19.0	28.0	15.4	.0022
Polk	150,787	12,813	7.1	21.7	30.0	10.9	.0106
Pulaski	50,264	12,417	6.0	13.1	21.4	21.9	.003[illegible]
Putnam	56,004	17,538	6.0	14.3	23.7	31.8	.0034
Quitman	5,543	7,243	12.8	16.5	9.0	7.0	.0003
Rabun	35,828	9,264	9.7	23.8	17.2	5.4	.0029
Randolph	42,314	9,224	8.3	14.3	19.7	13.0	.0026
Schley	8,410	8,216	9.7	15.8	20.5	5.0	.0007
Screven	50,670	8,863	8.6	16.1	19.6	9.5	.0040
Seminole	34,834	10,358	8.3	18.8	24.0	8.6	.0028
Spalding	278,093	14,772	7.0	17.5	30.5	18.8	.0187
Stephens	129,276	13,079	8.0	20.9	30.3	12.0	.0094
Stewart	17,769	8,528	8.1	17.3	18.9	8.0	.0015
Sumter	145,799	12,914	7.1	15.9	24.1	19.7	.0106
Talbot	18,759	9,183	10.2	19.5	16.0	10.6	.0013
Taliaferro	5,801	6,122	9.3	15.9	9.3	3.3	.0005

Hot 'lanta:

Hot prospect for heavy sales.

When it comes to buying power, the Metro Atlanta market is red hot. Compare Atlanta's position as the nation's 19th market in population to its sales-per household rankings among the top 20 markets. This trend-setter for the South rises to 5th in total retail sales per household, 1st in eating and drinking place sales, 3rd in general merchandise store sales and 3rd in gasoline station sales. And a single newspaper buy reaches these active spenders with 51% daily penetration, 67% on Sunday and 80% over 7 days. The Atlanta Journal and The Atlanta Constitution. When you want to reach the South's buying power, reach out with our selling power.

The Atlanta Journal
THE ATLANTA CONSTITUTION
Reach out for the South.

Sources: Sales and Marketing Management Survey of Buying Power, 1979, and Market Opinion Research, 1977-78. Member Million Market Newspapers.

GA. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Tattnall	76,303	11,808	7.4	15.4	24.3	16.1	.0052
Taylor	26,114	8,896	8.7	19.8	20.4	4.7	.0021
Telfair	40,656	8,160	9.6	17.3	17.8	6.1	.0035
Terrell	41,668	9,123	7.5	17.1	19.7	10.0	.0030
Thomas	185,557	11,506	7.8	18.4	23.6	13.8	.0137
Tift	159,721	12,108	8.9	18.4	24.7	14.9	.0123
Toombs	98,651	10,844	8.2	18.5	22.8	12.1	.0076
Towns	19,720	9,641	8.7	15.8	21.1	11.5	.0014
Treutlen	22,499	8,495	9.0	18.0	17.6	7.6	.0016
Troup	263,930	13,815	6.4	16.5	27.3	19.0	.0186
Turner	42,231	11,226	8.1	20.1	22.8	12.2	.0028
Union	31,230	9,120	9.1	19.1	19.4	7.8	.0023
Upson	132,200	13,322	7.7	20.5	32.1	11.1	.0089
☐ Walker	317,257	15,880	5.6	18.0	35.4	18.3	.0189
Ware	203,980	13,380	7.2	17.8	28.4	15.9	.0152
Warren	30,218	12,842	6.9	17.0	23.5	19.0	.0018
Washington	89,051	12,472	6.2	13.7	21.2	22.4	.0059
Wayne	100,313	14,114	6.4	17.7	27.2	19.5	.0071
Webster	9,620	8,045	9.8	13.3	19.6	7.5	.0007
Wheeler	18,151	7,535	8.4	18.9	16.6	3.7	.0011
White	38,124	9,640	12.0	17.5	23.2	7.2	.0030
Whitfield	434,072	17,734	5.7	17.3	32.5	27.7	.0282
Wilcox	34,685	9,617	8.6	14.7	19.8	13.9	.0022
Wilkes	51,171	11,490	9.2	18.5	20.5	17.5	.0037
Wilkinson	42,036	11,752	7.8	17.9	26.6	11.8	.0029
Worth	59,578	8,884	8.8	19.1	19.8	6.2	.0043
TOTAL METRO COUNTIES	**21,578,023**	**18,070**	**5.3**	**15.2**	**30.2**	**29.6**	**1.3789**
TOTAL STATE	**31,980,353**	**15,608**	**6.2**	**16.5**	**28.4**	**23.6**	**2.1121**

HAWAII

HAWAII
S&MM ESTIMATES

POPULATION—12/31/79 · RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
HONOLULU	**740.1**	**.3340**	**26.8**	**17.4**	**17.5**	**17.1**	**18.6**	**214.6**	**3,033,919**	**533,511**	**441,457**	**670,951**	**75,642**	**397,596**	**180,248**
Honolulu	740.1	.3340	26.8	17.4	17.5	17.1	18.6	214.6	3,033,919	533,511	441,457	670,951	75,642	397,596	180,248
● Honolulu	376.7	.1700	30.1	16.2	17.1	17.3	24.3	125.8	2,182,932	345,864	332,632	482,756	59,427	286,075	129,691
SUBURBAN TOTAL	363.4	.1640	24.1	18.7	17.7	16.9	12.9	88.8	850,987	187,647	108,825	188,195	16,215	111,521	50,557
OTHER COUNTIES															
Hawaii	81.6	.0368	31.5	10.2	12.4	16.6	29.0	25.0	306,532	81,855	31,004	29,674	12,341	47,500	23,705
Kauai	34.6	.0156	32.7	8.9	13.2	16.7	30.2	10.8	148,503	49,121	20,215	19,541	3,762	12,652	1,608
Maui	61.6	.0278	31.9	10.0	12.9	16.2	29.8	19.2	342,681	86,477	44,100	42,362	11,392	37,935	19,738
TOTAL METRO COUNTIES	**740.1**	**.3340**	**26.8**	**17.4**	**17.5**	**17.1**	**18.6**	**214.6**	**3,033,919**	**533,511**	**441,457**	**670,951**	**75,642**	**397,596**	**180,248**
TOTAL STATE	**917.9**	**.4142**	**27.6**	**16.0**	**16.5**	**17.0**	**20.8**	**269.6**	**3,831,635**	**750,964**	**536,776**	**762,528**	**103,137**	**495,[illegible]**	**225,299**

HAWAII
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
HONOLULU	**6,013,156**	**24,060**	**3.6**	**11.5**	**25.3**	**47.6**	**.3551**
Honolulu	6,013,156	24,060	3.6	11.5	25.3	47.6	.3551
● Honolulu	3,575,256	24,392	3.8	11.2	23.7	48.6	.2182
SUBURBAN TOTAL	2,437,900	23,678	3.2	11.9	27.8	46.3	.1369
OTHER COUNTIES							
Hawaii	562,577	19,097	4.2	15.9	28.9	34.1	[illegible]
Kauai	260,258	21,751	3.3	13.3	28.2	41.1	[illegible]
Maui	405,259	18,082	4.8	16.3	29.2	30.9	[illegible]
TOTAL METRO COUNTIES	**6,013,156**	**24,060**	**3.6**	**11.5**	**25.3**	**47.6**	**.3551**
TOTAL STATE	**7,241,250**	**22,991**	**3.7**	**12.3**	**26.2**	**44.9**	[illegible]

IDAHO

IDAHO
S&MM ESTIMATES

POPULATION—12/31/79 · RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BOISE	**160.1**	**.0723**	**28.8**	**13.2**	**17.0**	**16.1**	**23.4**	**55.8**	**864,007**	**175,310**	**91,896**	**90,311**	**54,459**	**180,507**	[illegible]
Ada	160.1	.0723	28.8	13.2	17.0	16.1	23.4	55.8	864,007	175,310	91,896	90,311	54,459	180,507	[illegible]
● Boise	110.8	.0500	29.0	14.4	16.5	15.9	24.3	40.6	601,563	135,844	66,693	67,668	42,420	112,953	[illegible]
SUBURBAN TOTAL	49.3	.0223	28.3	10.6	18.3	16.4	21.4	15.2	262,444	39,466	25,203	22,643	12,039	67,554	[illegible]
△ **POCATELLO**	**70.9**	**.0320**	**25.3**	**16.5**	**16.3**	**14.3**	**20.0**	**22.9**	**315,573**	**67,246**	**26,149**	**32,220**	**16,000**	**59,297**	[illegible]
Bannock	64.1	.0289	25.1	17.2	16.2	14.0	20.0	20.8	303,886	61,070	25,131	32,220	15,904	58,184	[illegible]

IDAHO (cont.)

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
POPULATION—12/31/79									RETAIL SALES BY STORE GROUP 1979						
• Pocatello	48.6	.0219	25.0	18.7	16.8	13.0	20.2	16.4	285,268	55,848	23,694	32,018	15,061	56,689	10,331
Power	6.8	.0031	27.3	10.7	16.5	16.0	21.3	2.1	11,687	6,176	1,018		96	1,113	489
SUBURBAN TOTAL	22.3	.0101	26.2	11.5	15.0	17.1	19.8	6.5	30,305	11,398	2,455	202	939	2,608	932
OTHER COUNTIES															
Adams	3.7	.0017	31.5	9.9	15.8	15.5	29.0	1.3	5,352	1,313	263	1,548			416
Bear Lake	7.2	.0032	30.9	7.4	12.9	14.7	30.1	2.5	20,346	5,724	1,239	617	735	5,736	1,129
Benewah	7.9	.0036	31.1	10.3	15.7	15.5	28.4	2.8	23,564	5,843	2,235	1,228	318	7,429	1,400
Bingham	37.6	.0170	25.8	10.2	15.3	15.2	20.6	10.9	94,127	24,852	4,750	4,038	2,241	30,023	2,650
Blaine	9.7	.0044	29.7	12.4	17.6	16.3	24.5	3.7	54,770	11,732	6,813	863	1,944	8,089	2,277
Boise	2.9	.0013	30.5	9.3	17.6	16.7	25.3	.9	3,403	1,661	995	316	38		
Bonner	23.6	.0106	33.1	8.6	14.1	16.9	30.3	8.7	81,820	20,565	9,016	3,301	1,014	19,690	2,585
Bonneville	64.6	.0292	25.6	11.7	17.5	16.2	17.4	20.2	363,618	62,755	22,342	54,888	24,560	69,558	8,526
Boundary	7.3	.0033	32.9	8.2	13.1	17.9	29.4	2.5	23,448	8,158	1,563	1,512	168	5,160	783
Butte	3.1	.0014	28.8	7.7	14.6	16.9	24.1	.9	8,421	1,950	1,284		142	733	279
Camas	.7	.0003	31.9	7.1	16.4	14.6	30.3	.2	762	370	114	44			
Canyon	78.8	.0355	29.2	13.1	14.2	14.6	27.1	27.2	338,236	79,605	23,400	41,655	16,694	81,488	9,688
Caribou	8.5	.0039	26.5	9.2	16.1	15.6	20.7	2.6	22,832	6,605	976	202	529	6,489	834
Cassia	19.2	.0086	26.9	10.8	15.7	14.8	22.4	6.3	92,729	20,078	5,070	11,211	3,767	20,133	2,934
Clark	1.2	.0006	30.1	10.5	18.2	15.1	26.0	.5	2,155		227	64		1,297	
Clearwater	9.6	.0043	30.2	11.0	19.3	18.1	22.6	3.4	31,259	10,287	2,154	327	469	8,875	715
Custer	3.6	.0016	33.0	7.8	15.9	17.9	28.9	1.3	9,892	2,660	1,066	519		1,150	352
Elmore	22.9	.0104	23.5	19.9	19.5	13.9	12.3	7.0	52,058	12,119	4,160	2,733	2,022	16,698	833
Franklin	9.0	.0040	29.7	8.4	12.2	13.2	30.4	3.1	24,606	4,611	1,401	1,130	3,129	5,717	467
Fremont	11.2	.0051	26.9	10.1	14.2	14.8	23.7	3.5	30,992	7,593	1,837	742	630	6,677	770
Gem	11.1	.0050	31.5	9.9	15.0	14.9	29.8	4.0	28,446	8,621	1,375	1,229	1,839	7,213	592
Gooding	11.5	.0052	33.7	8.5	12.8	14.8	33.5	4.0	28,426	7,689	1,768	2,624	830	5,290	618
Idaho	14.4	.0065	31.4	9.5	15.4	16.9	27.6	4.7	37,197	10,950	3,317	1,257	2,023	6,272	1,428
Jefferson	15.7	.0071	25.5	9.8	14.3	14.7	21.8	4.9	27,758	8,712	1,533	731	1,158	4,626	905
Jerome	15.5	.0070	30.8	9.9	12.0	16.1	28.8	5.6	29,305	9,434	2,728	1,710	1,549	2,264	2,324
Kootenai	55.7	.0251	30.8	11.5	15.2	16.1	27.6	20.2	222,317	55,501	20,610	11,438	6,921	45,316	8,298
Latah	28.5	.0129	24.6	28.4	16.1	12.1	20.3	9.8	100,211	24,299	9,508	6,349	6,845	20,009	4,706
Lemhi	6.8	.0030	31.9	7.9	16.7	15.6	29.1	2.4	19,812	5,302	2,301	898	792	2,650	352
Lewis	4.8	.0022	31.3	9.2	14.7	16.6	27.9	1.8	12,005	4,986	1,175	303	96	755	471
Lincoln	3.9	.0018	32.4	8.6	12.0	17.4	29.5	1.4	2,387	632	407	264	66	204	197
Madison	18.6	.0084	21.7	30.6	10.6	9.7	15.2	4.2	73,817	17,180	2,700	3,196	5,879	12,937	2,345
Minidoka	20.5	.0092	26.3	10.3	14.8	16.1	20.9	6.7	42,175	10,841	2,845	879	1,301	14,473	872
Nez Perce	32.7	.0148	31.1	12.5	16.2	17.0	26.8	11.8	189,156	36,066	16,941	34,021	11,311	40,520	5,940
Oneida	2.2	.0014	35.7	7.1	10.9	13.7	36.9	1.1	7,362	707	681	996	348	2,051	320
Owyhee	8.3	.0038	28.8	10.3	14.7	15.7	25.2	2.5	12,213	1,539	1,232	1,673	219	1,023	294
Payette	16.3	.0073	33.2	9.8	14.2	13.9	33.6	6.0	32,623	8,781	1,955	313	2,326	8,229	686
Shoshone	18.1	.0082	30.2	11.8	17.3	16.4	25.3	6.7	56,376	17,282	4,743	501	1,915	11,449	3,089
Teton	2.5	.0011	27.8	7.1	11.8	15.0	26.5	.7	8,129	2,045	626	737	487	1,853	103
Twin Falls	49.5	.0223	30.7	11.1	15.0	15.5	28.1	18.3	232,978	40,926	17,926	21,882	11,702	56,983	11,518
Valley	4.7	.0021	30.7	8.9	15.7	18.1	25.2	1.7	27,030	3,762	2,611	2,534	290	3,732	1,521
Washington	9.1	.0041	34.0	8.8	12.9	14.6	34.1	3.3	24,244	6,685	1,903	1,993	246	7,191	797
TOTAL METRO COUNTIES	**231.0**	**.1043**	**27.8**	**14.3**	**16.8**	**15.4**	**22.4**	**78.7**	**1,179,580**	**242,556**	**118,045**	**122,531**	**70,459**	**239,804**	**29,271**
TOTAL STATE	**914.7**	**.4128**	**28.3**	**12.8**	**15.6**	**15.4**	**24.2**	**310.0**	**3,677,937**	**812,977**	**307,835**	**344,997**	**189,002**	**789,786**	**113,285**

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IDAHO

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
BOISE	**1,075,541**	**17,257**	**5.1**	**15.6**	**32.5**	**25.1**	**.0769**
Ada	1,075,541	17,257	5.1	15.6	32.5	25.1	.0769
• Boise	772,687	17,002	5.2	15.1	32.9	24.1	.0542
SUBURBAN TOTAL	302,854	17,998	4.8	16.9	32.1	27.5	.0227
△ **POCATELLO**	**428,614**	**16,927**	**5.4**	**15.3**	**33.2**	**24.0**	**.0304**
Bannock	388,393	16,856	5.6	15.3	33.2	23.6	.0281
• Pocatello	310,154	16,970	5.6	14.6	33.0	24.1	.0236
Power	40,221	17,762	3.3	15.3	33.6	27.2	.0023
SUBURBAN TOTAL	118,460	16,828	4.9	17.2	33.9	23.6	.0068
OTHER COUNTIES							
Adams	20,933	14,549	7.4	21.1	36.5	11.7	.0012
Bear Lake	38,531	14,037	8.2	18.5	33.7	13.2	.0026
Benewah	49,894	15,912	5.0	15.9	33.4	20.3	.0030
Bingham	277,357	22,657	4.3	11.0	25.2	44.0	.0151
Blaine	67,477	14,764	8.0	20.1	32.7	16.4	.0049
Boise	13,728	15,333	6.6	21.1	40.0	11.9	.0007
Bonner	137,914	13,665	7.0	17.9	28.5	16.6	.0092
Bonneville	422,935	18,811	4.7	14.0	33.4	30.4	.0312
Boundary	43,978	15,086	5.8	20.2	32.6	17.7	.0027
Butte	17,222	18,853	5.1	11.3	31.9	30.0	.0011
Camas	4,604	19,000	7.0	11.5	39.0	28.0	.0003
Canyon	531,775	16,898	5.8	15.3	29.7	26.3	.0350
Caribou	58,088	21,176	3.1	13.0	35.2	35.8	.0034
Cassia	123,330	17,105	6.1	16.7	30.9	26.2	.0086
Clark	4,322	8,405	15.6	27.8	9.6		.0003
Clearwater	56,677	16,083	6.7	21.1	36.7	16.7	.0037
Custer	17,901	11,600	7.7	18.7	26.2	11.3	.0012

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Elmore	134,335	15,651	7.3	21.3	34.0	18.8	[illegible]
Franklin	53,664	15,970	7.1	19.8	33.8	20.3	.0013
Fremont	68,875	16,512	6.2	16.1	31.9	23.4	.0042
Gem	70,349	16,080	6.8	16.0	31.5	21.7	.0041
Gooding	73,454	14,573	7.3	15.3	25.7	23.1	.0042
Idaho	78,841	14,714	5.7	20.3	33.1	15.7	[illegible]
Jefferson	95,327	17,100	4.2	16.3	30.2	27.1	[illegible]
Jerome	88,742	13,341	7.9	19.1	26.1	18.0	.0051
Kootenai	325,821	14,718	6.2	18.8	33.9	14.8	.0237
Latah	184,664	16,384	6.6	14.8	30.5	24.2	.0116
Lemhi	40,722	13,747	5.6	18.0	25.9	18.7	.0025
Lewis	32,887	16,000	6.3	18.7	31.3	22.1	.0020
Lincoln	17,875	11,292	9.0	20.5	27.2	8.3	.0009
Madison	105,270	19,142	5.5	14.7	30.0	32.6	.0075
Minidoka	127,821	16,465	6.0	18.2	32.3	23.5	.0072
Nez Perce	222,687	16,948	5.2	13.8	33.1	24.2	.0162
Oneida	13,760	10,574	9.6	20.9	25.4	6.1	.0009
Owyhee	38,406	12,455	9.5	21.0	24.7	15.2	.0024
Payette	105,123	15,159	6.6	15.3	27.7	22.8	.0057
Shoshone	114,702	16,099	5.4	20.1	39.0	16.3	.0071
Teton	8,856	9,864	12.9	21.4	18.1	9.6	.0008
Twin Falls	349,470	16,320	6.2	16.4	29.1	25.3	.0232
Valley	26,920	14,470	6.0	21.1	35.1	12.4	.0021
Washington	51,331	13,000	8.3	15.8	[illegible]	15.8	.0032
TOTAL METRO COUNTIES	**1,504,155**	**17,159**	**5.2**	**15.5**	**32.8**	**24.7**	**.1073**
TOTAL STATE	**5,820,723**	**16,407**	**5.9**	**16.4**	**31.5**	**23.5**	**.3867**

ILLINOIS

ILL.

S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BLOOMINGTON - NORMAL	**121.2**	**.0547**	**26.7**	**21.5**	**14.8**	**13.9**	**23.8**	**40.7**	**553,633**	**102,599**	**51,551**	**62,534**	**20,775**	**101,707**	**15,355**
McLean	121.2	.0547	26.7	21.5	14.8	13.9	23.8	40.7	553,633	102,599	51,551	62,534	20,775	101,707	15,355
• Bloomington	41.4	.0187	29.3	17.3	15.8	13.6	27.4	15.9	393,821	68,641	36,057	59,545	16,169	87,997	14,69
• Normal	36.9	.0167	22.9	41.0	12.6	12.2	13.0	9.3	76,432	20,640	10,297	1,287	3,399	1,117	4
SUBURBAN TOTAL	42.9	.0193	31.9	8.6	16.1	15.5	29.5	15.5	83,380	13,318	5,197	1,702	1,207	12,593	260
CHAMPAIGN - URBANA - RANTOUL	**167.3**	**.0755**	**24.2**	**28.8**	**18.1**	**12.8**	**15.6**	**56.1**	**750,659**	**141,217**	**84,645**	**104,559**	**32,169**	**124,322**	**21,335**
Champaign	167.3	.0755	24.2	28.8	18.1	12.8	15.6	56.1	750,659	141,217	84,645	104,559	32,169	124,322	21,335
• Champaign	59.1	.0267	24.1	33.1	16.5	12.2	17.1	20.5	372,676	51,957	42,145	59,268	22,841	71,285	13,03
• Rantoul	26.4	.0119	22.5	32.3	20.1	12.0	6.2	6.9	83,420	13,189	10,447	7,629	2,538	28,743	1,6
• Urbana	36.0	.0162	23.9	38.0	17.5	10.5	16.2	11.7	88,370	14,795	15,245	9,931	5,379	10,714	1,75
SUBURBAN TOTAL	45.8	.0207	27.1	13.4	19.5	16.0	18.7	17.0	206,193	61,276	16,808	27,731	1,411	13,580	4,89
CHICAGO	**6,998.4**	**3.1585**	**30.1**	**12.5**	**16.9**	**17.0**	**24.6**	**2,442.5**	**30,308,650**	**5,812,065**	**2,963,628**	**3,918,761**	**1,364,554**	**5,612,488**	**1,109,37**
Cook	5,200.6	2.3470	30.7	12.5	16.7	16.7	26.1	1,896.6	21,758,843	4,272,784	2,257,371	2,926,717	988,026	3,662,492	835,47
Arlington Heights	70.0	.0316	28.1	9.4	17.5	21.9	16.1	21.9	303,917	37,233	28,866	25,695	18,972	107,625	10,76
Berwyn	45.2	.0204	41.8	10.7	13.3	15.4	41.6	19.4	193,387	23,701	22,159	25,765	8,299	58,088	9,9
• Chicago	2,880.4	1.2999	31.2	13.1	16.4	15.8	27.9	1,143.7	9,558,408	1,909,397	1,086,762	1,159,167	446,674	1,244,572	417,5
Chicago Heights	39.1	.0176	28.1	12.5	17.0	16.4	21.9	12.7	216,723	34,203	24,875	21,698	7,976	80,712	5,7
Cicero	58.9	.0266	35.2	12.8	16.0	15.8	34.5	24.3	160,033	49,595	22,326	5,890	2,677	33,579	3,4
Des Plaines	55.7	.0251	29.8	10.7	17.8	19.4	21.4	18.5	315,331	54,393	36,688	34,346	2,288	88,503	11,2
Evanston	72.3	.0326	32.2	16.9	17.0	14.4	30.9	27.7	365,768	64,732	28,084	19,235	16,581	103,206	14,1
Oak Lawn	63.2	.0285	30.3	10.1	14.0	19.8	23.6	19.8	416,455	89,050	29,960	73,922	13,734	109,302	17,6
Oak Park	57.7	.0260	35.3	11.7	15.1	14.4	36.0	23.8	199,475	44,204	12,656	11,482	13,768	44,878	6,0
Park Ridge	41.8	.0189	35.3	9.0	11.7	20.3	30.2	14.3	223,177	53,971	7,908	1,024	5,515	106,133	11,0
Skokie	68.0	.0307	33.8	10.7	13.4	20.6	27.8	23.4	535,415	60,209	29,501	93,646	29,439	83,952	11,0
Du Page	610.7	.2756	28.9	10.8	18.6	19.3	19.4	181.9	3,612,049	581,728	289,625	400,663	167,219	752,910	118,2
Elmhurst	44.7	.0202	31.9	10.7	14.1	19.6	26.0	14.1	222,982	26,047	16,345	16,961	5,290	98,655	5,7
Kane	281.9	.1273	28.4	12.6	17.4	16.0	22.6	90.1	1,409,665	261,001	114,170	216,431	61,366	275,394	35,5
Aurora	78.0	.0352	28.1	14.6	16.8	14.9	23.5	26.7	593,025	84,047	35,642	142,370	29,638	136,381	14,7
Elgin	65.8	.0297	31.9	13.3	16.6	14.6	30.3	22.6	419,923	87,317	25,926	45,928	16,969	92,574	11,4
Lake	432.7	.1953	27.3	15.2	16.5	17.5	19.8	125.7	1,936,894	365,113	171,878	235,462	92,287	502,141	63,1
North Chicago	37.3	.0168	22.0	46.5	9.7	9.8	10.6	5.4	34,092	7,953	9,787		570	1,584	1,0
Waukegan	68.5	.0309	29.5	13.7	16.8	16.8	23.9	23.6	461,355	85,588	31,216	86,711	20,312	114,721	16,6

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They're the active spenders—the movers of Chicago's marketplace. And the daily Sun-Times reaches more of them than the other daily paper. A healthy 31% more.

Want a younger audience? The Sun-Times also covers far more 18 to 34-year-olds in the SMSA. More working women, too. In short, the Sun-Times leads the Tribune in your key demographic targets.

Daily Coverage in Chicago SMSA

	SUN-TIMES	TRIBUNE
WOMEN 18-49	40%	30%
MEN 18-49	43%	33%
ADULTS 18-49	41%	32%
WOMEN 18-34	39%	27%
MEN 18-34	44%	31%
ADULTS 18-34	41%	29%
WORKING WOMEN	40%	37%

Source: Carl J. Nelson, 1979

For best coverage of your prime prospects in Chicago, look to the Chicago Sun-Times. Your Sun-Times sales rep can also document our leads in the Chicago ADI.

CHICAGO
Sun-Times
The Bright One

The Heavyweight

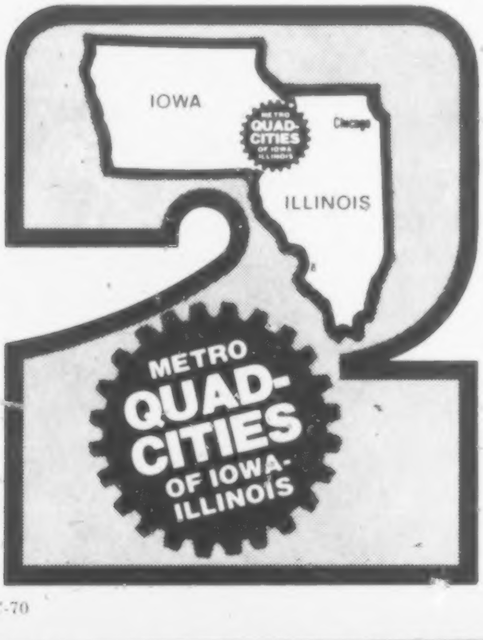
S&MM SURVEY OF
BUYING POWER
1980

Danville packs more punch than any other market in the Springfield-Champaign-Decatur A.D.I. with $23,1 EBI per household. The C-N has th corner on this top-ranked market.

The Commercial-News
17 W. North St., Danville, IL 61832
(217) 446-1000
Represented by Gannett Newspaper Advertising Sal

ILL. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($00
McHenry	142.0	.0641	29.9	10.4	16.7	16.6	24.8	45.9	624,325	123,533	44,170	36,030	15,955	201,853	20,8
Will	330.5	.1492	28.0	~~11.9~~	17.8	16.9	20.6	102.3	966,874	207,906	86,414	103,458	39,701	217,698	36,1
Joliet	81.6	.0368	30.4	13.3	14.4	15.5	27.9	28.4	521,522	118,446	41,075	68,165	27,894	131,463	19,7
SUBURBAN TOTAL	4,118.0	1.8586	29.3	12.1	17.3	17.8	22.3	1,298.8	20,750,242	3,902,668	1,876,866	2,759,594	917,880	4,367,916	691,8
CHICAGO - GARY CONSOLIDATED AREA	***7,646.7***	***3.4511***	***29.9***	***12.5***	***16.8***	***17.0***	***24.4***	***2,652.6***	***32,904,557***	***6,412,674***	***3,194,618***	***4,231,836***	***1,471,718***	***6,136,235***	***1,209,1***
△ **DANVILLE**	**98.3**	**.0443**	**31.9**	**11.2**	**14.8**	**16.4**	**29.0**	**36.3**	**360,594**	**81,690**	**32,020**	**41,942**	**14,947**	**74,330**	**12,6**
Vermilion	98.3	.0443	31.9	11.2	14.8	16.4	29.0	36.3	360,594	81,690	32,020	41,942	14,947	74,330	12,6
• Danville	42.9	.0191	32.5	11.5	14.1	15.8	30.7	16.3	244,862	44,294	23,983	36,722	9,562	45,498	10,7
SUBURBAN TOTAL	55.9	.0252	31.5	11.1	15.2	16.9	27.8	20.0	115,732	37,396	8,037	5,220	5,385	28,832	1,8
DAVENPORT - ROCK ISLAND - MOLINE	**378.1**	**.1707**	**30.1**	**12.3**	**16.6**	**16.0**	**25.9**	**134.3**	**1,732,675**	**328,130**	**166,623**	**264,466**	**75,490**	**359,676**	**62,4**
Henry	57.7	.0261	32.7	10.2	15.1	15.8	30.7	21.1	211,977	51,101	17,777	11,223	7,207	47,664	4,8
Rock Island	163.9	.0740	30.6	12.7	16.2	16.0	26.9	59.7	768,686	144,634	77,437	117,238	27,608	176,933	25,6
• Moline	45.5	.0205	32.5	12.1	15.1	15.8	30.4	17.6	367,321	47,278	29,846	95,459	19,003	72,514	13,6
• Rock Island	49.2	.0222	31.6	14.2	14.3	15.5	29.7	19.0	147,157	21,712	18,694	16,429	5,914	40,217	6,5
Scott, Iowa	*156.5*	*.0706*	*28.9*	*12.6*	*17.8*	*16.2*	*22.9*	*53.5*	*752,012*	*132,395*	*71,409*	*136,005*	*40,675*	*135,079*	*31,9*
• Davenport	*102.6*	*.0463*	*29.5*	*13.6*	*16.6*	*15.4*	*25.5*	*36.3*	*543,325*	*82,788*	*50,531*	*89,866*	*31,614*	*118,611*	*23,7*
SUBURBAN TOTAL	180.8	.0817	29.6	11.1	17.7	16.6	23.9	61.4	674,872	176,352	67,552	62,712	18,959	128,334	18,3



BIG No. 2 MARKET OF ILLINOIS-IOWA

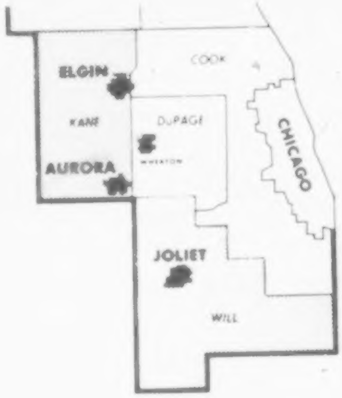
...Where newspaper penetration reaches 87.8 percent.

The three Quad-Cities newspapers provide powerful coverage of this Top 100 Market...population 378,100...households 134,300 average EBI per household $24,149. Each paper serves its own locale, and together we provide saturation coverage.

QUAD-CITIES NEWSPAPERS

QUAD CITY TIMES Davenport/Bettendorf/All Day Sunday
QUAD-CITY METRO UNIT Rock Island Argus/Moline Dispatch Evening and Sunday
Represented by BRANHAM Newspaper Sales
°S&MM 7/80

one-third of the Chicago SMSA is not effectively covered by the Chicago Tribune and Chicago Sun-Times



. . . . to reach that important market segment in Kane and Will counties, you need

Greater Chicago Newspapers

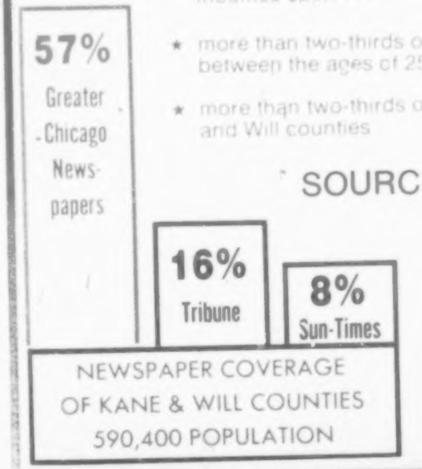
Greater Chicago Newspapers DELIVER 57% coverage of the suburban two-county "MARKET-APART" not reached by the Chicago newspapers . . .

● 590,400 POPULATION ● 186,100 HOUSEHOLDS

Greater Chicago Newspapers REACH

- 1 out of every 2 adults with household incomes $25,000+
- more than two-thirds of the people between the ages of 25 to 44
- more than two-thirds of all adults in Kane and Will counties
- almost twice as many adults as the Tribune or Sun-Times who are college graduates or better
- twice as many people as the Tribune and Sun-Times who have traveled by airplane (domestic) in the past 12 months
- over 58% of the professional/technical people in Kane and Will counties

SOURCE: SCARBOROUGH REPORT — 1978



NEWSPAPER COVERAGE OF KANE & WILL COUNTIES 590,400 POPULATION

Greater Chicago Newspapers, Copley Newspapers, are represented by Sawyer, Ferguson, Walker - Co., Inc . . . phone your nearest SWF regional office

"A MARKET APART"

Greater Chicago Newspapers

THE BEACON-NEWS Aurora
THE HERALD-NEWS Joliet
THE COURIER-NEWS Elgin
DAILY JOURNAL Wheaton

ILL. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Drug ($000)
DECATUR	**129.8**	**.0585**	**30.6**	**11.9**	**15.9**	**16.2**	**26.8**	**48.8**	**611,383**	**124,694**	**48,752**	**96,626**	**24,502**	**135,777**	14,480
Macon	129.8	.0585	30.6	11.9	15.9	16.2	26.8	48.8	611,383	124,694	48,752	96,626	24,502	135,777	14,480
● Decatur	91.7	.0414	31.4	12.9	14.6	15.9	28.8	35.8	556,783	108,556	44,602	96,159	22,703	125,957	11,746
SUBURBAN TOTAL	38.1	.0171	29.2	9.4	19.0	16.9	22.1	13.0	54,600	16,138	4,150	467	1,799	9,820	2,734
KANKAKEE	**98.1**	**.0442**	**29.0**	**12.8**	**15.7**	**15.4**	**25.2**	**31.5**	**410,249**	**79,525**	**39,498**	**50,314**	**15,396**	**95,115**	16,942
Kankakee	98.1	.0442	29.0	12.8	15.7	15.4	25.2	31.5	410,249	79,525	39,498	50,314	15,396	95,115	16,942
● Kankakee	31.4	.0142	29.7	12.9	15.2	15.0	27.0	12.0	231,459	40,257	18,207	46,028	11,863	52,676	12,530
SUBURBAN TOTAL	66.7	.0300	28.7	12.8	15.7	15.6	24.4	19.5	178,790	39,268	21,291	4,286	3,533	42,439	4,412
PEORIA	**367.6**	**.1660**	**29.9**	**12.7**	**15.8**	**16.5**	**25.5**	**130.9**	**1,747,329**	**334,489**	**143,261**	**259,389**	**74,891**	**381,334**	40,742
Peoria	204.0	.0921	30.2	13.6	15.1	15.6	27.1	74.3	1,054,512	164,025	92,283	206,655	49,017	176,048	24,161
● Peoria	130.0	.0587	29.7	14.7	14.7	15.2	27.0	48.5	870,617	104,386	63,935	198,901	45,514	156,160	17,492
Tazewell	131.0	.0592	29.4	11.6	17.1	18.0	22.4	45.4	568,595	144,110	44,293	51,381	19,904	155,670	15,461
Woodford	32.6	.0147	30.5	11.3	14.9	15.9	27.4	11.2	124,222	26,354	6,685	1,353	5,970	49,616	1,120
SUBURBAN TOTAL	237.6	.1073	30.0	11.6	16.5	17.1	24.6	82.4	876,712	230,103	79,326	60,488	29,377	225,174	23,250
△ **QUINCY**	**69.9**	**.0316**	**32.5**	**12.7**	**14.3**	**15.4**	**31.0**	**25.5**	**271,722**	**60,548**	**24,580**	**32,964**	**15,078**	**54,017**	**9,668**
Adams	69.9	.0316	32.5	12.7	14.3	15.4	31.0	25.5	271,722	60,548	24,580	32,964	15,078	54,017	9,668
● Quincy	43.7	.0197	33.8	13.6	13.5	14.6	33.7	16.4	244,465	57,374	22,144	32,664	13,167	39,434	9,668
SUBURBAN TOTAL	26.2	.0119	30.8	11.2	15.3	16.9	26.6	9.1	27,257	3,174	2,436	300	1,911	14,583	
ROCKFORD	**271.3**	**.1224**	**29.2**	**12.9**	**17.3**	**16.7**	**23.2**	**98.1**	**1,130,262**	**235,851**	**103,619**	**189,428**	**63,672**	**195,036**	**36,629**
Boone	27.6	.0124	28.4	13.9	17.6	15.6	22.9	9.8	88,147	23,633	7,270	4,884	3,363	21,894	2,382
Winnebago	243.7	.1100	29.3	12.8	17.2	16.8	23.3	88.3	1,042,115	212,218	96,349	184,544	60,309	173,142	34,247
● Rockford	141.0	.0636	30.5	13.6	15.9	16.3	26.5	53.3	748,394	174,160	65,982	116,792	52,172	148,582	33,255
SUBURBAN TOTAL	130.3	.0588	28.0	12.2	18.8	17.1	19.7	44.8	381,868	61,691	37,637	72,636	11,500	46,454	3,374
SPRINGFIELD	**186.8**	**.0842**	**31.9**	**11.1**	**15.4**	**16.0**	**29.3**	**72.3**	**930,945**	**187,510**	**77,888**	**152,180**	**35,108**	**155,053**	**36,372**
Menard	11.4	.0051	34.3	6.8	14.0	15.3	33.7	4.4	31,881	8,988	1,757	1,115	498	7,400	946
Sangamon	175.4	.0791	31.8	11.3	15.4	16.0	29.0	67.9	899,064	178,522	76,131	151,065	34,610	147,653	35,426
● Springfield	94.8	.0428	32.6	11.7	15.1	15.1	31.3	38.5	722,937	141,746	58,994	114,990	27,217	127,382	30,451
SUBURBAN TOTAL	92.0	.0414	31.2	10.5	15.7	16.9	27.1	33.8	208,008	45,764	18,894	37,190	7,891	27,671	5,921
OTHER COUNTIES															
Alexander	12.1	.0055	37.1	8.9	10.8	13.0	38.8	4.9	39,070	8,188	5,070	5,317	1,414	6,305	918
Bond	14.2	.0064	33.7	13.3	12.4	14.7	33.7	5.3	45,056	7,952	4,446	1,624	1,282	9,537	1,142
Brown	5.9	.0027	39.5	8.4	12.1	13.9	40.2	2.5	12,091	4,008	1,027	450	491	2,1[illegible]	278
Bureau	36.4	.0164	33.6	10.0	14.3	15.5	32.5	13.6	146,167	26,722	9,562	15,928	5,752	46,246	2,720
Calhoun	5.2	.0024	37.7	9.3	12.9	14.3	38.3	2.3	15,277	3,176	2,449	472	168	2,692	577
Carroll	19.0	.0085	32.7	13.1	13.4	15.8	31.1	7.1	43,179	8,131	5,566	900	1,866	8,824	1,301
Cass	13.5	.0061	33.9	10.0	14.4	15.3	33.1	5.4	47,450	10,332	4,055	912	2,312	14,578	1,505
Christian	37.1	.0168	34.2	9.6	14.1	15.3	33.5	13.9	124,839	35,484	7,432	6,214	6,976	23,029	4,066
Clark	16.5	.0074	36.1	9.8	13.6	15.1	36.0	6.6	57,117	14,148	4,239	1,538	987	11,460	1,072
Clay	14.6	.0066	36.5	9.9	12.5	14.2	37.2	5.5	55,124	17,129	2,467	2,804	1,715	13,353	657
☐ Clinton	31.6	.0143	30.2	11.1	13.9	16.1	27.2	10.0	86,489	17,334	7,516	2,705	3,107	16,189	2,773
Coles	49.6	.0224	26.9	23.7	13.4	13.6	25.6	16.8	242,594	39,213	17,389	35,018	11,465	63,430	8,679
Crawford	20.5	.0092	37.6	8.6	13.9	16.1	36.7	8.5	70,543	21,161	3,522	4,930	1,952	15,426	3,149
Cumberland	10.6	.0048	33.1	9.9	13.4	14.7	32.7	3.9	23,580	4,588	1,486	216	1,312	4,658	220
De Kalb	72.6	.0328	24.3	30.2	14.8	12.7	19.3	22.6	249,189	52,330	26,627	19,360	9,474	53,761	8,621
De Witt	16.6	.0075	33.7	9.6	15.6	15.5	32.5	6.4	82,290	16,365	8,972	1,669	2,805	23,523	1,273
Douglas	20.0	.0090	32.0	9.5	14.9	17.1	28.5	7.3	92,416	19,544	4,908	1,080	10,360	14,853	1,075
Edgar	21.6	.0098	34.9	9.8	13.4	15.4	34.5	8.4	70,607	16,345	4,364	10,548	2,391	16,555	1,754
Edwards	7.7	.0034	38.2	8.7	12.7	14.3	38.7	3.4	24,012	4,806	1,239	172	1,057	7,267	
Effingham	30.5	.0138	30.9	9.9	14.3	14.7	29.5	10.6	199,306	32,715	16,461	15,465	9,238	39,685	2,958
Fayette	21.8	.0098	35.7	10.4	13.0	15.3	35.4	8.1	90,810	24,214	6,964	16,873	2,252	12,126	2,867
Ford	14.6	.0066	34.2	9.6	13.8	17.4	31.4	5.3	61,147	15,717	4,864	1,490	929	12,643	1,861
Franklin	42.6	.0192	39.4	9.3	12.7	14.5	39.8	18.2	141,198	43,437	8,993	5,428	6,675	39,829	3,482
Fulton	43.9	.0199	34.0	10.8	14.3	15.1	33.4	17.2	137,199	35,616	8,535	7,887	7,721	33,060	3,127
Gallatin	7.0	.0031	33.9	10.9	15.8	14.2	34.1	2.8	24,164	4,804	855	1,013	2,036	5,504	960
Greene	16.1	.0073	35.7	8.8	13.0	14.6	36.2	6.1	39,671	12,377	2,381	945	1,625	7,658	2,352
Grundy	30.3	.0137	30.1	11.1	17.1	16.3	25.3	10.7	126,889	28,948	13,139	9,880	3,958	32,046	4,518
Hamilton	8.8	.0039	41.1	8.7	11.8	15.1	41.1	3.9	28,860	7,321	[illegible]	1,593	118	6,469	1,456

MORE THAN 90% of the national spot TV schedules placed in Central Illinois, go into both the Peoria DMA and the Champaign-Decatur-Springfield DMA
Ask your agency, or PGW why!

THE GREATER ILLINOIS MARKET
WCIA-TV WMBD-TV
SERVING CENTRAL ILLINOIS — WESTERN INDIANA

WCIA Channel 3 Champaign-Decatur-Springfield
WMBD-TV Channel 31 Peoria

ILL (cont.)

ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ncock	22.1	.0100	34.0	12.0	13.2	15.0	33.7	8.3	49,158	10,950	3,865	715	2,070	16,004	1,521
rdin	5.0	.0023	37.2	8.7	13.4	15.9	36.4	2.0	9,963	4,570	593	196	361	1,180	343
nderson	8.1	.0036	33.5	9.1	14.7	16.0	31.7	3.2	12,681	1,884	1,903	298	424	3,311	
quois	33.2	.0149	33.3	9.6	14.5	16.2	31.4	12.2	107,189	24,347	9,632	4,409	4,291	25,554	2,542
ckson	56.5	.0255	24.2	33.6	13.9	10.8	21.3	18.5	321,526	52,614	29,636	57,633	8,551	62,817	6,829
per	11.1	.0050	34.7	9.0	12.5	14.6	35.1	4.2	34,869	8,082	1,407	1,054	1,050	9,170	448
efferson	37.2	.0168	34.1	9.9	13.7	15.3	33.5	14.1	164,081	33,797	12,333	27,930	11,631	36,636	2,284
rsey	20.4	.0092	30.3	14.0	15.1	15.7	27.2	6.9	48,036	12,700	4,639	1,906	1,833	13,307	1,273
Daviess	22.7	.0103	32.0	9.7	14.0	15.4	30.4	7.8	51,219	9,114	8,621	942	699	9,397	2,511
hnson	9.0	.0040	34.6	11.8	15.1	14.8	34.7	3.5	22,353	8,320	948	1,305	472	4,157	263
endall	35.8	.0162	28.3	10.0	19.7	17.3	19.6	11.5	74,701	19,840	8,845	6,369	3,994	9,997	1,894
Knox	60.6	.0273	32.7	13.0	14.1	15.8	30.9	22.6	287,050	59,845	22,046	37,388	15,976	59,370	10,465
La Salle	105.4	.0476	32.9	10.5	14.3	16.3	30.7	37.9	510,128	109,509	49,806	52,669	25,622	110,232	12,493
Lawrence	17.7	.0080	37.2	9.6	12.6	15.5	36.7	6.8	42,061	9,126	3,117	1,213	3,089	8,137	1,261
Lee	35.0	.0158	31.0	12.0	15.3	15.6	28.2	11.4	112,789	29,293	13,025	8,475	4,889	22,168	1,749
Livingston	41.3	.0186	31.5	12.4	14.5	15.2	29.7	14.3	148,576	37,348	11,717	16,355	5,098	31,941	2,095
Logan	29.6	.0134	31.9	13.7	16.2	15.8	29.2	10.0	125,180	27,994	13,042	11,114	5,194	27,174	3,297
McDonough	38.6	.0174	24.8	29.7	12.6	12.2	24.4	11.6	147,155	29,131	14,479	15,683	7,714	28,411	2,355
Macoupin	47.1	.0213	35.1	10.1	12.8	15.2	34.9	17.8	151,303	33,873	11,366	7,963	4,761	41,597	4,989
☐ Madison	246.0	.1110	30.6	12.1	16.0	17.3	25.7	85.2	1,013,051	247,595	82,667	94,213	34,691	259,995	29,576
Granite City	39.8	.0180	30.4	11.9	14.7	18.7	24.6	14.2	166,953	65,151	18,057	13,719	5,530	19,650	5,978
Marion	42.0	.0190	34.3	10.3	13.5	14.7	34.4	16.2	206,196	50,247	14,863	19,989	8,754	48,906	3,038
Marshall	13.6	.0061	33.8	9.5	14.0	15.7	32.7	5.0	36,558	8,804	3,285	1,635	615	8,582	1,277
Mason	20.1	.0091	34.2	9.7	13.9	14.9	34.1	8.0	62,189	14,976	5,616	4,676	2,375	12,254	1,292
Massac	14.8	.0067	36.1	8.8	13.7	16.7	34.6	5.8	47,155	10,257	4,607	2,579	814	10,733	2,681
Mercer	18.1	.0082	32.4	9.5	15.4	15.2	30.9	6.8	45,319	10,598	3,265	571	1,986	8,135	1,304
☐ Monroe	19.0	.0086	32.2	9.5	15.9	17.0	28.5	6.5	47,301	12,694	4,320	1,625	1,460	11,078	1,147
Montgomery	31.1	.0140	35.9	8.9	12.8	15.3	35.6	12.0	116,820	26,934	9,065	11,134	3,297	32,146	3,307
Morgan	35.6	.0161	32.0	13.7	14.3	14.7	31.0	12.7	181,804	39,330	13,782	21,119	4,831	44,026	5,345
Moultrie	13.5	.0061	33.7	10.0	14.6	15.3	32.8	4.8	30,126	6,031	3,199	1,058	1,199	8,017	1,326
Ogle	42.0	.0189	30.9	11.1	16.9	16.0	27.0	15.0	119,318	30,286	10,880	4,043	3,096	27,019	4,512
Perry	21.0	.0094	34.8	10.2	13.2	14.9	34.9	8.2	64,380	19,571	5,068	3,627	2,344	8,669	2,286
Piatt	16.3	.0074	32.7	9.5	15.8	16.5	29.9	6.1	50,965	11,392	3,182	421	2,087	22,127	1,315
Pike	19.3	.0087	37.0	9.4	13.0	14.9	37.0	7.8	54,543	10,772	3,643	1,773	1,051	12,029	1,435
Pope	4.7	.0021	38.5	9.7	11.5	13.3	39.8	1.8	4,296	974	370	29	51	1,982	159
Pulaski	9.1	.0041	35.8	9.4	9.5	13.9	36.8	3.6	14,953	4,547	890	231	365	1,355	243
Putnam	5.7	.0026	32.0	10.0	16.3	16.1	29.0	2.3	13,491	3,921	732		330	2,705	241
Randolph	33.9	.0153	33.2	10.6	15.8	15.8	31.3	11.7	103,713	25,914	7,108	7,104	5,122	25,107	1,034
Richland	17.9	.0081	33.1	10.7	14.5	15.6	31.6	6.3	74,894	19,311	5,059	4,237	3,662	14,952	1,344
☐ St. Clair	286.4	.1292	29.3	12.3	14.6	17.0	24.8	96.0	1,016,466	206,097	88,242	222,515	39,552	189,947	27,024
Belleville	44.7	.0202	34.2	12.4	13.6	15.9	33.0	17.1	316,603	43,758	20,708	46,116	13,087	113,954	7,875
East St. Louis	55.6	.0251	28.1	12.0	12.7	14.3	27.0	19.1	144,725	30,080	8,771	25,985	3,693	36,774	7,945
Saline	27.8	.0126	39.7	9.5	13.1	14.6	39.9	11.9	108,980	31,433	7,024	11,000	5,998	17,711	4,876
Schuyler	8.2	.0037	37.9	9.0	12.3	15.4	37.6	3.1	27,223	4,895	1,546	691	1,663	4,579	3,807
Scott	6.0	.0027	36.8	8.9	12.8	15.1	36.7	2.4	16,745	2,709	1,110	178	455	8,3[illegible]	338
Shelby	23.0	.0104	33.9	9.5	13.6	15.2	33.4	8.9	64,297	14,509	3,663	2,358	2,206	14,236	1,565
Stark	7.4	.0033	34.3	9.5	13.6	15.1	33.9	2.9	15,377	3,803	1,419	178	132	5,250	397
Stephenson	46.3	.0209	31.8	11.2	15.5	16.0	29.1	17.1	175,144	41,279	12,890	25,072	8,355	35,925	4,356
Union	17.1	.0077	37.5	9.7	14.0	14.5	37.8	6.7	52,796	13,879	3,078	1,134	1,957	17,559	1,912
Wabash	14.0	.0064	34.3	11.0	12.9	15.8	33.2	5.5	57,553	10,958	4,498	1,753	1,469	18,585	1,559
Warren	21.2	.0095	32.0	13.3	13.9	14.9	30.9	7.7	87,191	17,495	6,154	8,462	3,802	29,577	2,924
Washington	15.6	.0071	38.8	9.1	12.6	14.8	38.9	5.9	36,033	9,027	2,243	1,579	972	11,573	1,212
Wayne	17.6	.0079	37.2	9.3	13.2	15.5	36.7	7.3	72,584	15,177	2,966	3,252	2,490	16,912	1,138
White	17.0	.0077	38.3	8.9	13.0	16.1	37.4	6.9	78,686	13,125	3,344	4,439	2,493	25,070	2,077
Whiteside	65.0	.0293	29.7	11.5	15.3	16.3	25.6	22.4	262,454	42,663	17,744	38,096	13,098	59,218	8,355
Williamson	55.4	.0250	33.7	11.6	15.5	15.6	32.4	21.5	202,103	48,028	11,710	17,617	10,374	41,827	6,529
TOTAL METRO COUNTIES	**9,313.3**	**4.2031**	**29.9**	**12.8**	**16.7**	**16.8**	**24.8**	**3,261.2**	**40,219,396**	**7,839,643**	**3,847,401**	**5,358,216**	**1,774,717**	**7,630,985**	**1,404,592**
TOTAL STATE	**11,259.3**	**5.0814**	**30.3**	**12.8**	**16.2**	**16.5**	**25.9**	**3,977.4**	**47,413,145**	**9,439,596**	**4,420,405**	**5,981,594**	**2,078,210**	**9,273,301**	**1,598,976**

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$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000-$9,999 (B) $10,000-$14,999 (C) $15,000-$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
BLOOMINGTON - NORMAL	**959,366**	**20,569**	**4.6**	**12.8**	**28.9**	**37.2**	**.0593**
McLean	959,366	20,569	4.6	12.8	28.9	37.2	.0593
• Bloomington	349,448	19,016	5.4	14.5	28.3	32.9	.0278
• Normal	263,226	23,924	4.4	10.2	25.1	47.0	.0140
SUBURBAN TOTAL	346,692	20,470	3.9	12.7	31.5	35.7	.0175
CHAMPAIGN - URBANA - RANTOUL	**1,255,818**	**18,171**	**5.7**	**15.6**	**29.6**	**30.4**	**.0792**
Champaign	1,255,818	18,171	5.7	15.6	29.6	30.4	.0792
• Champaign	465,518	18,383	5.5	13.0	27.2	31.5	.0323
• Rantoul	153,282	15,315	7.5	27.6	32.3	19.2	.0099
• Urbana	261,045	16,464	6.7	15.3	25.8	29.0	.0143
SUBURBAN TOTAL	375,973	20,195	4.7	14.2	33.5	34.6	.0227
CHICAGO	**61,441,498**	**22,597**	**3.7**	**11.0**	**27.8**	**42.9**	**3.5542**
Cook	45,761,030	21,611	4.0	11.8	28.0	40.2	2.6185
Arlington Heights	765,566	32,623	1.2	4.0	16.4	73.9	.0402
Berwyn	440,983	21,505	3.8	11.4	30.0	38.9	.0242
• Chicago	22,980,979	17,646	5.2	15.2	29.7	28.7	1.2930
Chicago Heights	290,857	21,289	3.6	12.3	31.6	37.9	.0198
Cicero	517,761	20,438	3.7	12.4	34.0	33.7	.0267
Des Plaines	571,729	28,991	1.7	5.9	22.4	64.2	.0334
Evanston	818,151	24,442	3.9	11.4	23.8	48.6	.0442
Oak Lawn	592,185	28,194	2.1	5.7	24.2	60.7	.0381
Oak Park	686,200	24,674	3.4	10.0	25.3	49.1	.0332
Park Ridge	536,686	33,563	1.9	5.3	16.0	70.8	.0279
Skokie	862,206	32,345	1.4	4.7	18.7	69.6	.0509
Du Page	5,997,230	30,413	1.7	4.9	20.4	67.1	.3624
Elmhurst	492,007	31,222	1.9	4.8	17.8	69.2	.0268
Kane	2,299,130	23,826	3.4	9.5	30.0	45.9	.1443
Aurora	631,087	21,573	4.2	11.6	33.0	38.1	.0466
Elgin	538,492	22,477	4.3	11.0	29.7	41.3	.0368
Lake	3,852,655	24,728	3.0	9.4	27.7	49.1	.2236
North Chicago	233,670	19,771	3.8	16.1	35.2	33.7	.0112
Waukegan	508,738	20,201	4.7	13.7	33.3	33.4	.0375
McHenry	1,118,305	22,896	3.5	10.8	30.4	42.7	.0685
Will	2,413,148	22,271	3.0	9.3	35.5	39.2	.1369
Joliet	644,633	20,698	3.8	11.0	32.0	35.8	.0449
SUBURBAN TOTAL	38,460,519	26,632	2.3	7.3	26.2	55.3	2.2612
CHICAGO - GARY CONSOLIDATED AREA	***66,573,680***	***22,652***	***3.6***	***10.8***	***28.1***	***42.9***	***3.8591***
△ **DANVILLE**	**849,854**	**21,072**	**4.4**	**10.4**	**27.5**	**38.6**	**.0472**
Vermilion	849,854	21,072	4.4	10.4	27.5	38.6	.0472
• Danville	386,771	20,960	4.6	10.3	25.8	38.9	.0241
SUBURBAN TOTAL	463,083	21,154	4.3	10.4	28.9	38.4	.0231
DAVENPORT - ROCK ISLAND - MOLINE	**3,243,269**	**22,463**	**3.9**	**10.1**	**28.5**	**42.0**	**.1930**
Henry	480,249	21,157	4.4	11.4	28.4	38.4	.0273
Rock Island	1,490,981	23,172	3.6	9.5	28.1	44.3	.0868
• Moline	450,983	23,540	3.8	9.5	26.5	45.9	.0305
• Rock Island	468,347	22,269	4.3	10.4	24.7	43.0	.0239
Scott, Iowa	*1,272,039*	*22,192*	*3.9*	*10.2*	*29.3*	*40.8*	*.0789*
• Davenport	*828,355*	*21,212*	*4.4*	*11.0*	*29.3*	*38.1*	*.0532*
SUBURBAN TOTAL	1,495,584	22,917	3.5	9.6	29.9	42.9	.0854
DECATUR	**1,083,809**	**20,483**	**4.7**	**11.6**	**31.0**	**35.1**	**.0659**
Macon	1,083,809	20,483	4.7	11.6	31.0	35.1	.0659
• Decatur	788,900	19,894	5.2	11.9	29.3	34.2	.0515
SUBURBAN TOTAL	294,909	21,699	3.4	10.6	35.7	37.4	.0144

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AS THE PUBLIC'S NEED TO UNDERSTAND GROWS, SO DOES OUR CIRCULATION LEAD.

The March 31, six-month figures show a substantial increase in our circulation dominance, daily and Sunday. These figures are good news for us and our advertisers, and they are likely the sign of a 1980's circulation trend as well.

More and more these days, people are seeking a deeper understanding of the issues and events which so deeply affect the way they live. And in Chicago, only one paper has the depth to satisfy the public's thirst for information completely: Chicago's complete newspaper, the Tribune.

To understand why we view this as the beginning of a trend, check the figures.

	Total Circulation		Primary Market Area Circulation		Suburban Circulation	
	Daily	Sunday	Daily	Sunday	Daily	Sunday
Tribune	789,767	1,146,474	686,962	997,753	412,220	637,901
Sun-Times	657,275	700,315	643,341	678,004	258,676	317,424
Tribune Lead	132,492	446,159	43,621	319,749	153,544	320,477
Increase in Tribune Lead March 31, 1980 compared to March 31, 1979	**20,817**	**8,490**	**21,566**	**11,755**	**6,433**	**11,297**

Naturally, ad linage has followed suit. For the three-month period ending March 31, 1980, the figures underscored our domination.

	Total Ad Linage	Display Ad Linage	Classified Ad Linage
Tribune	27,085,276	15,625,344	11,459,932
Sun-Times	13,044,765	8,768,220	4,276,545
Tribune Lead	**14,040,511**	**6,857,124**	**7,183,387**

In short, our domination of the Chicago circulation and ad linage continues to be very much like the newspaper itself—complete.

Sources: Audit Bureau of Circulations, six-month report ending 3/31/80; Chicago Tribune Media Services

Chicago Tribune
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ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
KANKAKEE	**696,347**	**20,805**	**3.8**	**11.0**	**31.2**	**36.0**	**.0441**
Kankakee	696,347	20,805	3.8	11.0	31.2	36.0	.0441
● Kankakee	263,292	20,082	4.1	11.3	30.1	34.8	.0188
SUBURBAN TOTAL	433,055	21,255	3.6	10.8	31.7	36.8	.0253
PEORIA	**3,079,271**	**21,809**	**3.7**	**9.7**	**31.9**	**39.0**	**.1875**
Peoria	1,702,730	20,796	4.2	10.4	30.6	36.6	.1068
● Peoria	1,115,342	20,253	4.4	10.8	27.8	36.6	.0756
Tazewell	1,087,648	22,753	3.1	8.6	34.7	41.4	.0646
Woodford	288,893	23,602	3.3	9.1	28.5	45.6	.0161
SUBURBAN TOTAL	1,963,929	22,473	3.3	9.0	34.3	40.5	.1119
△ **QUINCY**	**514,111**	**17,937**	**4.8**	**12.9**	**29.1**	**29.5**	**.0314**
Adams	514,111	17,937	4.8	12.9	29.1	29.5	.0314
● Quincy	327,485	17,287	5.1	12.8	27.9	28.8	.0223
SUBURBAN TOTAL	186,626	18,993	4.3	13.1	31.4	30.7	.0091
ROCKFORD	**2,275,968**	**21,794**	**3.9**	**10.4**	**32.3**	**38.6**	**.1330**
Boone	242,298	23,225	3.6	9.1	30.8	44.4	.0129
Winnebago	2,033,670	21,647	3.9	10.6	32.3	38.0	.1201
● Rockford	1,202,271	20,928	4.4	11.2	30.7	36.4	.0752
SUBURBAN TOTAL	1,073,697	22,683	3.2	9.5	34.1	41.3	.0578
SPRINGFIELD	**1,448,572**	**18,033**	**5.5**	**14.6**	**31.7**	**28.0**	**.0931**
Menard	80,441	15,764	5.3	12.7	27.4	24.7	.0046
Sangamon	1,368,131	18,147	5.5	14.7	32.0	28.3	.0885
● Springfield	747,456	17,130	6.1	15.2	29.7	26.8	.0561
SUBURBAN TOTAL	701,116	18,891	4.8	13.8	34.2	29.4	.0370
OTHER COUNTIES							
Alexander	55,216	7,754	6.7	14.0	19.0	9.4	.0041
Bond	92,857	15,384	5.6	13.8	29.3	21.8	.0058
Brown	43,585	13,716	6.2	15.2	24.1	22.1	.0022
Bureau	264,362	17,573	4.9	15.0	33.7	25.7	.0165
Calhoun	27,492	10,058	7.8	17.6	25.0	7.6	.0018
Carroll	120,474	15,927	6.0	16.3	34.2	19.3	.0069
Cass	92,831	14,965	6.4	15.8	25.9	24.0	.0057
Christian	275,472	18,481	4.7	11.1	26.5	31.5	.0162
Clark	111,062	14,686	6.7	15.3	28.1	20.9	.0067
Clay	88,545	13,228	7.4	17.5	28.1	16.1	.0061
☐ Clinton	194,365	17,884	5.1	13.4	31.7	27.7	.0117
Coles	354,208	18,086	5.5	12.6	26.9	31.5	.0236
Crawford	168,291	17,822	5.7	12.6	26.6	31.0	.0094
Cumberland	97,970	21,260	5.3	9.7	24.1	41.4	.0048
De Kalb	529,476	20,351	5.0	13.0	32.0	34.6	.0314
De Witt	160,133	22,210	4.4	10.2	24.4	43.1	.0092
Douglas	157,086	19,915	4.2	13.2	28.0	34.6	.0098
Edgar	158,789	16,494	5.9	14.9	27.1	27.5	.0092
Edwards	67,634	16,099	5.1	15.3	25.2	28.0	.0036
Effingham	221,950	18,066	5.2	14.2	27.3	31.9	.0164

ESTIMATES

$$ EFFECTIVE BUYING INCO

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Bu Po Inc
			A	B	C	D	
Fayette	143,473	15,297	5.9	14.9	29.3	21.6	.00
Ford	118,265	20,237	4.5	11.1	29.4	36.0	.00
Franklin	239,017	10,643	7.6	14.6	24.9	12.1	.01
Fulton	295,582	16,388	5.1	13.1	31.5	22.9	.01
Gallatin	42,864	13,291	7.4	14.9	28.9	16.0	.00
Greene	106,740	15,281	6.1	15.4	28.3	22.5	.00
Grundy	211,196	19,060	4.0	13.0	36.9	28.0	.013
Hamilton	57,604	11,055	7.9	13.3	23.1	17.3	.003
Hancock	172,999	18,291	4.8	13.1	26.5	32.4	.008
Hardin	26,258	10,933	8.0	20.9	19.8	12.7	.001
Henderson	54,019	16,786	5.2	15.1	37.0	19.7	.002
Iroquois	237,291	17,861	4.8	14.5	30.2	28.2	.013
Jackson	380,562	15,229	6.6	15.1	24.9	25.7	.027
Jasper	103,671	19,608	6.2	13.3	18.0	40.6	.005
Jefferson	253,795	14,800	6.2	14.4	25.6	23.7	.0168
Jersey	129,305	17,761	4.2	12.4	34.1	25.6	.007
Jo Daviess	133,632	15,948	5.3	17.6	34.0	19.3	.007
Johnson	49,604	12,508	5.5	18.2	26.6	13.5	.003
Kendall	313,809	25,959	2.2	7.6	27.6	53.8	.015
Knox	514,026	20,291	4.6	11.9	30.0	35.7	.030
La Salle	790,273	20,196	3.9	11.0	33.1	33.3	.051
Lawrence	119,192	15,217	5.9	14.6	28.4	22.3	.006
Lee	260,096	20,489	4.2	12.8	29.0	36.8	.015
Livingston	276,589	17,669	5.6	13.9	33.3	25.5	.017
Logan	243,975	20,835	4.8	11.1	26.4	39.8	.014
McDonough	250,751	17,434	5.9	12.9	29.2	28.2	.0161
Macoupin	330,093	16,785	4.8	13.6	29.3	25.6	.0196
☐ Madison	1,726,671	19,356	4.4	12.7	35.2	30.0	.1098
Granite City	284,363	19,317	4.6	13.0	34.5	30.1	.018
Marion	296,879	15,677	6.0	15.1	27.9	24.2	.0199
Marshall	96,401	17,867	5.3	13.0	34.7	25.8	.0054
Mason	139,559	14,744	6.3	17.4	30.1	18.9	.0082
Massac	92,805	14,096	7.0	13.8	27.2	20.0	.0058
Mercer	123,295	17,440	5.4	12.8	33.3	24.9	.0070
☐ Monroe	124,936	18,551	4.2	12.5	36.8	26.3	.0072
Montgomery	204,269	14,456	5.5	15.3	26.5	21.8	.0130
Morgan	275,662	19,202	5.2	12.8	27.2	34.3	.0179
Moultrie	97,183	18,197	6.1	13.5	33.4	26.5	.0053
Ogle	284,950	18,449	4.9	14.1	36.5	25.5	.0165
Perry	128,202	13,884	5.6	15.7	26.1	20.3	.0079
Piatt	130,440	19,693	4.3	12.1	31.7	32.5	.0073
Pike	133,081	14,402	6.6	16.6	26.8	21.3	.0077
Pope	18,162	6,825	7.1	17.3	14.3	6.3	.0012
Pulaski	34,964	6,827	8.4	16.2	13.1	7.0	.0023
Putnam	48,580	20,578	4.0	12.9	26.3	37.7	.0024
Randolph	192,134	14,855	6.1	18.0	32.3	17.1	.0126

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EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Richland	108,512	14,805	6.8	17.9	28.0	21.3	.0075
St. Clair	1,844,318	17,215	4.8	13.4	31.9	26.7	.1172
Belleville	360,345	18,683	4.8	14.0	31.4	30.4	.0259
East St. Louis	246,124	10,306	7.0	14.8	23.9	12.3	.0175
Saline	166,820	10,916	6.4	14.0	24.3	14.7	.0114
Schuyler	62,432	17,080	5.4	11.8	27.6	27.8	.0035
Scott	55,338	20,850	5.3	10.8	24.8	38.9	.0029
Shelby	155,653	15,679	6.4	15.0	29.7	22.3	.0089
Stark	63,505	19,427	4.3	11.3	29.9	34.5	.0032
Stephenson	378,562	21,172	4.5	11.6	25.6	39.5	.0219
Union	125,902	15,261	6.3	12.8	24.3	26.4	.0073
Wabash	101,153	15,940	6.4	15.7	33.1	20.0	.0063
Warren	147,581	16,733	5.6	14.3	31.2	24.4	.0095
Washington	105,705	14,735	6.1	16.4	27.5	21.7	.0059
Wayne	115,990	13,809	6.3	16.6	28.8	17.3	.0075
White	116,710	14,483	7.0	14.5	28.1	20.3	.0078
Whiteside	464,462	19,676	3.9	13.3	31.5	32.4	.0292
Williamson	339,861	13,433	6.6	15.4	27.5	17.8	.0224
TOTAL METRO COUNTIES	**79,466,134**	**21,943**	**3.9**	**11.2**	**28.6**	**40.8**	**4.6549**
TOTAL STATE	**93,213,000**	**21,054**	**4.2**	**11.7**	**28.7**	**38.2**	**5.4984**

INDIANA

IND.
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
ANDERSON	**137.2**	**.0619**	**29.8**	**13.4**	**16.9**	**16.5**	**24.7**	**48.4**	**553,263**	**115,707**	**47,781**	**77,861**	**20,956**	**137,941**	**23,230**
Madison	137.2	.0619	29.8	13.4	16.9	16.5	24.7	48.4	553,263	115,707	47,781	77,861	20,956	137,941	23,230
• Anderson	69.5	.0314	30.1	14.2	15.8	16.0	26.3	25.8	290,256	49,958	34,272	45,612	15,532	54,099	11,886
SUBURBAN TOTAL	67.7	.0305	29.5	12.4	18.0	17.1	23.1	22.6	263,007	65,749	13,509	32,249	5,424	83,842	11,344
BLOOMINGTON	**94.5**	**.0426**	**24.2**	**31.5**	**18.6**	**12.3**	**15.6**	**31.7**	**345,811**	**73,692**	**33,582**	**44,809**	**15,762**	**57,041**	**14,911**
Monroe	94.5	.0426	24.2	31.5	18.6	12.3	15.6	31.7	345,811	73,692	33,582	44,809	15,762	57,041	14,911
• Bloomington	50.6	.0228	23.3	46.5	16.8	8.9	13.2	16.1	315,165	61,172	30,283	44,747	15,524	56,216	13,267
SUBURBAN TOTAL	43.9	.0198	27.5	14.5	20.8	16.1	18.3	15.6	30,646	12,520	3,299	62	238	825	1,644
ELKHART	**136.2**	**.0614**	**28.9**	**13.0**	**17.3**	**16.4**	**23.0**	**46.5**	**638,520**	**124,402**	**53,467**	**78,126**	**21,743**	**187,492**	**27,161**
Elkhart	136.2	.0614	28.9	13.0	17.3	16.4	23.0	46.5	638,520	124,402	53,467	78,126	21,743	187,492	27,161
• Elkhart	45.8	.0207	30.0	12.6	16.5	16.1	25.7	16.5	402,824	71,954	33,531	64,507	9,354	120,844	19,435
SUBURBAN TOTAL	90.4	.0407	28.3	13.2	17.7	16.5	21.7	30.0	235,696	52,448	19,936	13,619	12,389	66,648	7,726
EVANSVILLE	**294.3**	**.1327**	**31.7**	**11.8**	**15.2**	**16.3**	**28.6**	**103.7**	**1,257,884**	**234,531**	**112,069**	**158,482**	**60,261**	**263,927**	**40,865**
Gibson	31.8	.0143	33.8	10.7	14.1	15.7	32.7	11.6	106,318	14,091	9,134	15,779	2,511	20,318	3,884
Posey	23.7	.0107	31.5	10.3	16.3	16.2	28.1	8.0	60,548	11,852	5,165	2,745	2,211	19,071	2,175
Vanderburgh	160.2	.0723	32.1	12.6	14.6	16.5	29.3	57.2	822,898	145,661	82,724	127,065	45,398	151,684	28,213
• Evansville	130.4	.0588	32.5	13.2	14.2	15.7	30.7	48.0	766,470	135,453	77,415	115,725	44,702	148,311	26,756
Warrick	39.0	.0176	29.5	10.8	17.5	15.7	24.7	13.2	98,686	29,517	4,987	2,912	744	28,558	2,359
Henderson, Ky.	*39.6*	*.0178*	*31.0*	*11.4*	*16.3*	*16.7*	*26.7*	*13.7*	*169,434*	*33,410*	*10,059*	*9,981*	*9,397*	*44,296*	*4,234*
SUBURBAN TOTAL	163.9	.0739	31.1	10.8	16.1	16.8	26.9	55.7	491,414	99,078	34,654	42,757	15,559	115,616	14,109

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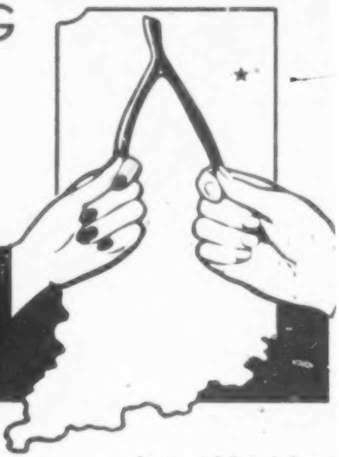

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S&MM SURVEY OF BUYING
POWER 1980

IND. (cont.)
S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
	POPULATION—12/31/79			% of Population by Age Group					RETAIL SALES BY STORE GROUP 1979						
FORT WAYNE	**374.6**	**.1690**	**28.8**	**13.0**	**16.4**	**16.1**	**23.7**	**126.7**	**1,611,050**	**301,591**	**161,302**	**246,894**	**67,466**	**362,413**	**51,07**
Adams	27.1	.0122	28.6	11.5	15.0	14.8	25.7	8.8	103,853	20,584	9,750	8,891	5,072	28,912	3,99
Allen	292.1	.1318	28.6	13.5	16.7	16.3	22.9	99.2	1,327,732	229,660	137,394	228,718	54,795	286,067	40,94
• Fort Wayne	186.0	.0839	29.4	14.7	15.4	15.6	25.8	67.3	949,573	144,361	105,126	188,845	44,084	214,279	31,78
De Kalb	31.3	.0141	29.9	11.1	15.9	15.5	26.4	10.3	108,002	32,928	9,005	5,193	3,161	27,468	3,88
Wells	24.1	.0109	30.3	11.5	16.1	15.9	26.6	8.4	71,463	18,419	5,153	4,092	4,438	19,946	2,25
SUBURBAN TOTAL	188.6	.0851	28.2	11.3	17.5	16.6	21.6	59.4	561,477	157,230	56,176	58,049	23,382	148,134	19,2
GARY - HAMMOND - EAST CHICAGO	**648.3**	**.2926**	**28.3**	**12.6**	**16.2**	**17.3**	**21.8**	**210.1**	**2,595,907**	**600,609**	**232,990**	**313,075**	**107,164**	**523,747**	**99,75**
Lake	536.2	.2420	28.6	12.3	15.7	17.5	22.4	174.7	2,253,773	513,062	192,943	279,984	95,151	466,024	83,27
• East Chicago	41.3	.0186	30.4	12.8	13.2	18.0	25.8	14.4	98,398	21,342	10,677	909	3,334	23,878	5,33
• Gary	166.4	.0751	28.2	12.5	14.8	17.0	22.9	54.6	320,117	68,185	31,517	32,789	14,849	75,439	12,20
• Hammond	102.1	.0461	29.9	13.2	15.3	16.9	25.4	35.8	412,002	94,604	45,586	49,905	22,472	60,612	12,85
Porter	112.1	.0506	27.1	14.3	18.4	16.6	18.9	35.4	342,134	87,547	40,047	33,091	12,013	57,723	16,48
SUBURBAN TOTAL	338.5	.1528	27.7	12.5	17.5	17.5	19.7	105.3	1,765,390	416,478	145,210	229,472	66,509	363,818	69,33
INDIANAPOLIS	**1,168.1**	**.5272**	**29.4**	**12.5**	**17.2**	**16.9**	**23.3**	**404.3**	**5,178,898**	**982,504**	**414,316**	**708,352**	**187,802**	**1,054,831**	**170,72**
Boone	35.0	.0158	31.4	10.5	16.9	16.6	27.2	12.6	133,020	29,400	10,278	6,118	4,002	25,076	5,08
Hamilton	83.6	.0377	29.7	10.1	18.2	17.8	22.5	27.8	216,098	52,959	19,376	4,068	9,538	51,074	10,33
Hancock	43.4	.0196	29.2	11.8	18.7	16.6	22.5	14.7	101,218	25,557	6,289	5,373	3,604	23,713	5,77
Hendricks	67.1	.0303	28.9	10.9	18.6	17.6	20.9	22.4	185,401	49,563	10,963	3,968	4,650	40,563	9,48
Johnson	77.2	.0349	27.5	13.1	18.4	17.0	19.3	24.5	272,427	45,733	18,976	61,818	7,131	56,165	10,31
Marion	770.8	.3479	29.5	13.1	16.7	16.8	24.0	271.9	3,995,047	707,056	327,674	608,162	150,528	796,979	119,89
• Indianapolis	712.8	.3217	29.6	12.8	16.5	16.8	24.3	250.7	3,823,785	662,158	310,809	592,927	145,812	769,234	113,37
Morgan	51.1	.0230	28.5	11.3	17.7	17.3	21.1	16.4	133,495	42,159	11,810	9,109	4,334	26,371	5,47
Shelby	39.9	.0180	30.5	11.0	16.3	16.9	25.8	14.0	142,192	30,077	8,950	9,736	4,015	34,890	4,35
SUBURBAN TOTAL	455.3	.2055	29.0	12.1	18.0	17.1	22.1	153.6	1,355,113	320,346	103,507	115,425	41,990	285,597	57,34

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S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
KOKOMO	**104.8**	**.0474**	**29.2**	**12.0**	**18.2**	**17.0**	**22.5**	**36.6**	**455,988**	**88,056**	**39,120**	**71,336**	**19,446**	**103,560**	**17,424**
Howard	89.4	.0404	28.9	12.2	18.4	17.3	21.5	31.1	412,784	75,810	35,691	69,598	18,837	92,118	15,56
● Kokomo	51.7	.0233	30.1	13.2	17.2	15.1	22.5	19.2	398,452	73,840	35,064	69,379	16,993	90,140	15,1
Tipton	15.4	.0070	31.3	11.0	16.5	15.6	28.3	5.5	43,204	12,246	3,429	1,738	609	11,442	1,87
SUBURBAN TOTAL	53.1	.0241	28.5	10.9	19.0	19.0	18.6	17.4	57,526	14,216	4,056	1,957	2,453	13,420	2,2
LAFAYETTE - WEST LAFAYETTE	**115.8**	**.0522**	**24.5**	**27.8**	**16.8**	**12.9**	**18.4**	**37.5**	**486,677**	**91,249**	**48,291**	**97,910**	**26,021**	**86,863**	**20,67**
Tippecanoe	115.8	.0522	24.5	27.8	16.8	12.9	18.4	37.5	486,677	91,249	48,291	97,910	26,021	86,863	20,67
● Lafayette	[illegible]	.0220	29.3	14.5	17.5	15.2	24.7	17.5	356,856	72,596	28,812	75,325	19,838	70,772	13,5
● West Lafayette	20.1	.0093	23.6	40.7	17.4	10.8	13.5	6.9	77,970	11,405	13,099	17,658	4,997	1,257	6,61
SUBURBAN TOTAL	46.6	.0209	23.3	36.2	15.9	11.3	14.0	13.1	51,851	7,248	6,380	*4,927	1,186	14,834	44
△ **MARION**	**83.9**	**.0379**	**29.4**	**13.6**	**16.2**	**16.9**	**24.1**	**28.2**	**291,267**	**65,161**	**22,397**	**26,183**	**11,523**	**73,157**	**14,524**
Grant	83.9	.0379	29.4	13.6	16.2	16.9	24.1	28.2	291,267	65,161	22,397	26,183	11,523	73,157	14,524
■ Marion	40.4	.0182	31.2	12.5	15.4	17.0	27.1	14.0	254,291	56,238	17,761	25,400	10,035	65,258	12,21
SUBURBAN TOTAL	43.5	.0197	28.0	14.6	17.0	16.8	21.3	14.2	36,976	8,923	4,636	783	1,488	7,899	2,310
△ **MICHIGAN CITY - LA PORTE**	**106.0**	**.0479**	**30.7**	**11.7**	**16.0**	**17.4**	**25.7**	**35.0**	**444,600**	**91,094**	**32,871**	**65,583**	**15,002**	**97,691**	**17,685**
La Porte	106.0	.0479	30.7	11.7	16.0	17.4	25.7	35.0	444,600	91,094	32,871	65,583	15,002	97,691	17,68
● La Porte	21.6	.0097	32.5	11.6	14.1	16.6	29.8	8.0	164,012	35,315	10,386	13,427	5,738	41,447	6,5
■ Michigan City	40.6	.0183	30.6	12.0	16.4	17.7	25.0	13.1	246,299	52,209	18,412	51,776	8,184	52,673	11,16
SUBURBAN TOTAL	43.8	.0199	30.0	11.5	16.4	17.6	24.2	13.9	34,289	3,570	4,073	380	1,080	3,571	
MUNCIE	**126.0**	**.0569**	**27.4**	**19.5**	**16.3**	**15.5**	**22.2**	**42.2**	**518,268**	**101,176**	**43,717**	**61,599**	**23,067**	**133,663**	**23,136**
Delaware	126.0	.0569	27.4	19.5	16.3	15.5	22.2	42.2	518,268	101,176	43,717	61,599	23,067	133,663	23,136
■ Muncie	85.4	.0385	25.9	26.1	14.9	13.2	24.1	29.2	387,611	73,841	36,329	60,746	16,709	95,012	21,329
SUBURBAN TOTAL	40.6	.0184	29.6	5.7	21.3	20.1	18.4	13.0	130,657	27,335	7,388	853	6,358	38,651	1,807
SOUTH BEND	**278.9**	**.1258**	**30.5**	**14.1**	**14.3**	**16.6**	**26.8**	**94.0**	**1,118,697**	**217,132**	**106,514**	**144,702**	**49,028**	**262,328**	**40,545**
Marshall	38.7	.0174	31.1	10.7	14.8	15.9	28.3	13.4	160,031	29,874	10,169	5,131	5,736	53,022	6,419
St. Joseph	240.2	.1084	30.4	14.6	14.3	16.7	26.6	80.6	958,666	187,258	96,345	139,571	43,292	209,306	34,126
● South Bend	116.5	.0526	32.4	12.8	13.1	16.9	29.7	41.9	560,312	95,429	54,019	107,807	24,380	110,210	19,413
SUBURBAN TOTAL	162.4	.0732	29.3	14.9	15.1	16.4	24.9	52.1	558,385	121,703	52,495	36,895	24,648	152,118	21,132
TERRE HAUTE	**172.0**	**.0777**	**32.0**	**15.5**	**13.7**	**14.7**	**31.2**	**62.8**	**833,379**	**127,971**	**55,712**	**96,392**	**22,596**	**149,781**	**25,298**
Clay	24.6	.0111	34.9	10.7	13.5	15.5	34.3	9.5	92,899	16,331	4,185	4,345	1,297	30,285	3,829
Sullivan	19.6	.0089	36.6	9.9	13.2	14.7	36.9	7.7	52,737	10,085	2,586	2,831	1,159	12,363	2,091
Vermillion	16.8	.0076	34.9	10.4	14.5	14.8	35.0	6.5	47,769	13,939	2,416	1,453	411	11,801	728
Vigo	111.0	.0501	30.2	18.3	13.8	14.5	28.9	39.1	639,974	87,616	46,525	87,763	19,729	95,332	18,650
■ Terre Haute	62.1	.0280	30.3	21.0	11.3	13.7	31.0	22.7	501,678	84,071	34,187	58,994	17,676	53,009	12,210
SUBURBAN TOTAL	109.9	.0497	32.7	12.4	15.0	15.3	31.2	40.1	331,701	43,900	21,525	37,398	4,920	96,772	13,088
OTHER COUNTIES															
Bartholomew	62.3	.0281	28.8	11.7	19.6	17.0	20.8	21.0	294,829	61,630	24,361	38,976	15,291	57,318	9,775
Benton	10.6	.0048	32.1	9.8	13.8	15.4	30.6	3.6	24,062	5,720	1,670	149	217	6,323	1,118
Blackford	15.4	.0070	31.0	11.4	16.7	16.0	27.4	5.4	44,720	12,354	2,323	2,088	1,472	8,896	1,705
Brown	10.4	.0047	31.1	11.0	15.3	16.2	27.9	3.7	15,554	2,209	3,918	31	390	1,346	718
Carroll	18.0	.0081	32.3	9.7	15.8	15.9	29.8	6.5	45,468	12,040	2,785	679	602	14,757	1,595
Cass	39.0	.0176	32.7	10.2	15.2	16.6	29.9	13.9	162,023	33,132	13,898	23,109	7,855	36,276	7,214
☐ Clark	88.5	.0399	28.6	13.2	17.7	17.0	21.6	30.2	388,851	59,199	30,528	85,479	10,938	86,662	11,293
Clinton	29.6	.0134	32.2	10.7	14.7	16.0	29.8	11.0	100,582	24,775	7,647	5,812	3,502	[illegible]	4,499
Crawford	8.8	.0040	33.2	10.4	12.8	14.7	33.0	3.4	14,890	5,485	820	341	577	[illegible]	
Daviess	25.2	.0113	32.2	11.0	14.3	14.9	31.1	8.9	80,619	18,212	5,830	11,862	2,516	15,621	3,655
☐ Dearborn	33.4	.0151	31.4	10.5	15.8	16.6	27.7	11.4	89,372	22,281	8,363	2,677	3,526	17,407	7,592
Decatur	24.2	.0109	30.5	10.6	15.8	15.0	27.9	8.4	87,298	20,513	5,453	7,712	1,856	22,458	2,453
Dubois	32.5	.0147	29.2	11.1	16.0	15.5	25.2	10.0	150,698	24,792	11,327	10,821	5,280	60,808	2,759
Fayette	26.8	.0121	30.1	11.5	14.9	16.4	26.3	9.2	80,335	21,610	8,396	6,695	3,166	9,727	5,540
☐ Floyd	59.0	.0267	31.2	11.7	15.5	16.9	27.1	20.9	179,695	50,342	15,158	5,845	12,478	36,746	6,585
Fountain	18.4	.0083	32.4	10.3	15.6	15.7	30.3	6.5	76,328	18,452	6,931	1,811	932	23,371	3,869
Franklin	18.7	.0084	29.4	11.4	14.6	15.3	26.5	6.0	34,080	11,523	2,766	1,271	883	6,510	1,036
Fulton	17.7	.0080	33.4	9.1	14.8	15.7	31.9	6.5	51,486	13,625	3,591	2,889	1,251	13,098	2,447
Greene	27.7	.0125	34.7	9.9	14.8	15.6	34.0	10.7	82,209	17,741	5,118	7,719	1,527	15,888	2,877
Harrison	26.1	.0118	30.5	10.6	15.1	16.0	27.2	8.5	61,936	19,047	4,415	4,178	3,066	11,250	1,736
Henry	53.7	.0242	31.1	11.5	16.2	16.7	27.1	18.5	172,752	38,540	11,944	14,359	9,335	37,470	4,981
Huntington	34.7	.0156	31.2	11.9	14.9	15.4	28.9	12.1	124,948	27,704	6,892	9,543	3,618	23,557	4,300

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S.M.S.A. METRO AREA - HOWARD & TIPTON COUNTIES

- INDIANA'S RICHEST HOUSEHOLDS ARE IN KOKOMO, INDIANA
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THE KOKOMO TRIBUNE

Represented by BRANHAM Newspaper Sales

IND. (cont.) S&MM ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Jackson	34.8	.0157	30.5	11.1	16.3	16.0	26.7	12.3	141,544	30,298	10,756	9,374	4,442	25,369	4,517
Jasper	25.3	.0115	27.6	14.2	14.7	14.8	24.3	8.1	106,612	20,347	8,375	5,290	1,472	16,460	4,283
Jay	22.8	.0102	32.2	10.8	15.4	15.2	30.4	8.2	64,113	18,863	4,630	1,332	2,977	13,710	2,631
Jefferson	28.5	.0129	30.3	14.1	15.2	16.0	26.9	9.3	118,855	26,926	6,930	11,689	5,241	25,820	4,509
Jennings	21.3	.0096	28.9	11.8	17.9	14.9	24.1	6.4	45,243	13,122	2,273	889	1,176	10,988	1,839
Knox	39.5	.0178	32.9	14.3	13.2	15.0	32.3	14.5	172,314	32,231	12,020	28,273	272	36,129	7,783
Kosciusko	54.3	.0245	29.4	12.2	17.0	15.1	25.3	19.0	205,789	46,765	16,273	17,378	6,783	45,904	9,014
La Grange	23.6	.0106	26.3	11.5	15.9	13.4	22.8	7.4	58,130	11,276	4,416	2,483	1,585	10,003	1,850
Lawrence	41.3	.0186	31.8	11.3	15.9	16.9	28.0	15.1	144,676	36,604	8,221	13,356	5,080	33,850	7,401
Martin	11.0	.0050	28.8	11.5	15.3	15.8	24.6	3.5	29,474	8,248	1,840	1,330	931	7,909	906
Miami	38.3	.0173	27.7	13.6	16.4	15.9	22.2	12.8	101,959	20,293	7,366	9,806	3,260	27,379	4,403
Montgomery	34.4	.0156	31.4	12.5	16.0	15.8	28.4	12.3	122,952	29,045	9,538	15,315	5,012	25,499	5,373
Newton	14.2	.0064	31.1	9.4	14.8	14.5	29.7	5.1	38,249	9,241	3,361	161	1,104	7,582	2,401
Noble	32.6	.0148	29.3	12.0	16.0	15.1	25.7	11.3	91,640	22,850	6,732	5,021	2,723	21,929	4,210
Ohio	5.3	.0023	32.9	10.0	15.9	16.6	30.1	1.7	5,650	3,917	259	143	160		56
Orange	17.0	.0077	32.4	11.4	14.7	15.1	31.1	6.4	42,246	12,822	1,877	1,349	557	7,492	2,126
Owen	14.2	.0064	33.4	9.7	14.4	15.6	32.1	5.1	24,396	7,067	1,802	172	441	4,802	702
Parke	15.7	.0071	34.5	9.7	13.8	15.3	34.1	5.8	38,264	10,534	1,992	952	270	7,150	1,279
Perry	17.6	.0080	30.7	11.7	14.0	16.0	28.0	5.9	57,326	16,043	5,532	6,719	3,567	9,725	1,838
Pike	13.0	.0058	35.5	9.9	14.7	15.0	35.5	5.1	32,288	7,294	1,045	546	1,246	8,066	874
Pulaski	12.6	.0057	32.3	9.2	14.0	15.2	31.0	4.6	30,913	4,150	2,090	751	980	12,191	1,951
Putnam	29.6	.0134	30.2	16.4	15.3	15.3	27.3	9.5	83,637	20,765	6,537	5,270	2,446	16,671	2,767
Randolph	28.5	.0128	32.2	10.8	15.2	16.2	29.5	10.3	72,926	20,868	4,355	3,718	1,774	17,433	4,031
Ripley	23.0	.0104	30.9	10.5	13.9	15.1	29.2	7.9	64,660	18,497	4,691	1,745	1,868	13,330	2,314
Rush	20.8	.0094	32.1	10.4	14.3	15.5	30.3	7.0	59,765	13,147	2,828	3,145	2,327	19,103	2,004
Scott	19.4	.0087	28.0	11.7	17.1	14.4	23.6	6.2	57,746	16,293	3,282	2,963	1,625	13,568	1,689
Spencer	18.0	.0082	31.7	10.9	15.0	15.2	29.9	5.8	50,952	11,307	2,560	508	1,981	15,059	1,459
Starke	21.3	.0096	30.5	10.5	15.1	14.2	29.0	7.2	71,560	15,809	5,726	8,437	710	13,445	3,481
Steuben	24.5	.0110	29.4	15.9	15.4	13.5	27.8	8.5	107,278	19,548	11,528	4,638	1,556	22,445	2,854
Switzerland	6.8	.0031	34.9	9.6	14.0	14.1	35.7	2.5	8,251	2,507	316	278	328	1,851	430
Union	7.5	.0033	30.7	11.4	16.1	15.6	27.5	2.7	13,343	3,225	1,408	78	267	1,277	394
Wabash	37.1	.0168	30.2	13.4	15.9	15.9	26.5	12.5	128,699	27,040	8,279	12,848	5,837	27,763	5,079
Warren	7.8	.0035	32.5	9.7	15.4	16.5	29.8	2.6	7,270	2,197	1,029	82	193	186	107
Washington	20.1	.0091	30.9	10.9	14.8	15.3	28.7	7.0	47,745	14,000	2,197	2,287	1,315	12,015	1,254
Wayne	75.0	.0338	31.2	12.4	16.0	16.5	27.4	26.4	334,449	60,785	24,304	58,916	8,253	84,356	12,011
Richmond	41.8	.0189	31.6	13.5	15.0	15.8	29.0	15.6	272,609	49,191	19,696	57,985	6,266	72,742	9,062
White	22.8	.0103	32.1	10.0	14.8	15.4	30.2	8.1	74,870	17,177	7,321	6,829	2,123	13,492	3,306
Whitley	25.2	.0113	30.0	11.3	14.5	16.1	26.7	8.8	79,434	21,052	5,621	3,067	2,197	21,957	3,893
TOTAL METRO COUNTIES	**3,981.9**	**1.7971**	**29.1**	**13.9**	**16.4**	**16.5**	**23.8**	**1,356.5**	**16,818,693**	**3,313,287**	**1,448,119**	**2,275,324**	**665,382**	**3,590,954**	**608,233**
TOTAL STATE	**5,386.4**	**2.4308**	**29.5**	**13.3**	**16.2**	**16.3**	**24.9**	**1,843.2**	**21,458,728**	**4,374,542**	**1,787,514**	**2,672,507**	**818,797**	**4,634,793**	**787,549**

SOUTH BEND Tribune

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Daily delivers better "ratings" in a market greater than several entire States!

Daily delivers more in any age bracket

66%	18 – 34
74%	35 – 49
80%	50 – 64
79%	65 and over

Daily delivers more of any income group

79%	$25,000 and over
76%	$15 – 24,999
69%	$8 – 14,999

Daily delivers more at any education level

78%	part College or more
73%	High School graduate
66%	part High School or less

Source: Belden, CMS May–July, 1979

Albert E. Petersohn, General Advertising Manager, South Bend, IN 46626 • 219/233-6161 • Represented by Story & Kelly-Smith, Inc.

The Elkhart Truth

The Elkhart Truth
AND THE SOUTH BEND TRIBUNE **TOGETHER**
Reaches more than **50%** of
The nation's **82nd ADI**
Elkhart's County E.B.I. Per Household Is $22,310.
Greater by $1,279 than the Indiana State Average

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We now offer expanded Saturday Weekend edition coverage of 84% of Elkhart County Households. 31,000 audited subscribers. 11,000 Non audited distribution.

Represented by BRANHAM Newspaper sales.

C S&MM 1980—Survey of Buying Powe

IND.
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
ANDERSON	**1,118,835**	**21,111**	**4.2**	**10.6**	**31.4**	**38.4**	**.0655**
Madison	1,118,835	21,111	4.2	10.6	31.4	38.4	.0655
• Anderson	571,325	20,058	4.6	11.6	31.8	34.7	.0337
SUBURBAN TOTAL	547,510	22,611	3.7	9.5	29.9	42.6	.0318
BLOOMINGTON	**608,818**	**15,616**	**6.8**	**17.2**	**29.5**	**22.5**	**.0390**
Monroe	608,818	15,616	6.8	17.2	29.5	22.5	.0390
• Bloomington	316,015	13,007	7.8	17.0	21.9	21.8	.0250
SUBURBAN TOTAL	292,803	17,828	5.6	17.4	37.5	23.4	.0140
ELKHART	**1,037,434**	**20,270**	**4.3**	**12.8**	**33.6**	**34.0**	**.0658**
Elkhart	1,037,434	20,270	4.3	12.8	33.6	34.0	.0658
• Elkhart	373,363	20,248	4.5	12.8	30.4	35.4	.0293
SUBURBAN TOTAL	664,071	20,279	4.1	12.8	35.3	33.3	.0365
EVANSVILLE	**1,950,763**	**17,233**	**5.5**	**14.6**	**31.2**	**26.0**	**.1291**
Gibson	210,291	16,038	5.8	14.4	28.8	24.3	.0129
Posey	147,940	17,795	4.7	13.2	32.9	25.7	.0087
Vanderburgh	1,040,636	16,646	5.7	15.7	32.7	23.3	.0743
• Evansville	829,675	15,641	6.1	16.6	31.9	20.5	.0633
Warrick	274,664	20,033	4.5	11.6	30.3	34.8	.0153
Henderson, Ky	*277,232*	*17,992*	*5.5*	*13.8*	*27.4*	*30.7*	*.0179*
SUBURBAN TOTAL	1,121,088	18,867	4.9	12.8	30.6	30.9	.0658
FORT WAYNE	**2,890,323**	**21,172**	**4.2**	**11.9**	**32.1**	**37.0**	**.1776**
Adams	184,478	19,135	4.9	13.1	35.0	30.1	.0116
Allen	2,317,120	21,644	4.0	11.7	31.6	38.6	.1429
• Fort Wayne	1,418,868	19,335	5.0	14.1	31.9	31.4	.0927
De Kalb	206,623	19,258	4.8	12.3	33.6	30.6	.0129
Wells	182,102	20,328	4.5	12.2	33.1	33.9	.0102
SUBURBAN TOTAL	1,471,455	23,151	3.3	9.3	32.3	43.3	.0849
GARY - HAMMOND - EAST CHICAGO	**5,132,182**	**23,218**	**3.2**	**9.2**	**30.2**	**43.8**	**.3049**
Lake	4,137,444	22,591	3.3	9.5	31.2	41.6	.2524
• East Chicago	285,289	18,144	4.7	13.8	34.1	27.2	.0159
• Gary	1,138,381	19,577	4.1	11.3	32.3	32.5	.0610
• Hammond	838,966	22,482	3.3	10.2	32.0	41.1	.0491
Porter	994,738	26,322	2.9	7.9	24.8	54.7	.0525
SUBURBAN TOTAL	2,869,546	25,788	2.5	7.2	27.8	53.0	.1789
INDIANAPOLIS	**9,117,620**	**20,441**	**4.5**	**12.7**	**32.2**	**35.1**	**.5622**
Boone	261,797	19,479	4.6	12.5	31.2	32.2	.0157
Hamilton	618,351	20,547	3.8	12.1	33.7	34.8	.0339
Hancock	324,830	21,043	4.0	11.8	34.0	35.7	.0174
Hendricks	531,250	22,900	3.8	9.9	32.1	42.0	.0288
Johnson	522,036	19,932	3.8	13.1	39.0	30.9	.0324
Marion	6,271,830	20,526	4.6	12.9	30.8	36.1	.3984
• Indianapolis	5,764,682	20,312	4.7	13.1	30.7	35.6	.3717
Morgan	337,995	19,882	4.0	12.7	38.0	29.6	.0195
Shelby	248,531	16,947	6.2	15.6	35.4	21.4	.0161
SUBURBAN TOTAL	3,352,938	20,616	4.1	12.1	34.7	34.3	.1905
KOKOMO	**913,541**	**23,077**	**3.3**	**9.6**	**27.7**	**45.0**	**.0531**
Howard	796,485	23,768	3.2	9.2	27.1	46.9	.0467
• Kokomo	449,298	21,313	3.8	10.9	28.9	39.4	.0320
Tipton	117,056	19,769	4.3	11.8	31.2	34.1	.0064
SUBURBAN TOTAL	464,243	25,371	2.9	8.1	26.6	51.0	.0211
LAFAYETTE - WEST LAFAYETTE	**786,259**	**18,108**	**5.3**	**15.0**	**33.8**	**27.1**	**.0512**
Tippecanoe	786,259	18,108	5.3	15.0	33.8	27.1	.0512
• Lafayette	330,819	17,903	5.4	15.2	36.5	23.9	.0267
• West Lafayette	170,596	19,543	5.0	11.5	23.3	38.8	.0098
SUBURBAN TOTAL	284,844	17,922	5.3	16.6	35.4	25.4	.0147
△ MARION	**615,611**	**20,025**	**3.9**	**13.6**	**31.1**	**34.3**	**.0364**
Grant	615,611	20,025	3.9	13.6	31.1	34.3	.0364
• Marion	292,940	18,834	4.6	15.0	30.4	31.6	.0215
SUBURBAN TOTAL	322,671	21,047	3.3	12.2	31.9	36.9	.0151
△ MICHIGAN CITY - LA PORTE	**756,448**	**19,852**	**4.4**	**12.8**	**33.0**	**33.1**	**.0478**
La Porte	756,448	19,852	4.4	12.8	33.0	33.1	.0478
• La Porte	160,467	18,011	5.1	14.[illegible]	33.0	28.2	.0125
• Michigan City	276,638	19,579	4.9	13.3	32.7	32.1	.0205
SUBURBAN TOTAL	319,343	21,134	3.6	11.5	33.6	36.7	.0148
MUNCIE	**920,704**	**19,511**	**4.5**	**13.2**	**33.3**	**31.7**	**.0573**
Delaware	920,704	19,511	4.5	13.2	33.3	31.7	.0573
• Muncie	598,670	17,231	5.3	15.1	30.9	26.6	.0393
SUBURBAN TOTAL	322,034	23,363	2.9	9.0	38.5	43.0	.0180
SOUTH BEND	**1,940,703**	**18,836**	**4.7**	**13.9**	**34.9**	**28.5**	**.1230**
Marshall	278,690	19,000	4.8	12.7	32.8	30.1	.0175
St. Joseph	1,662,013	18,810	4.7	14.1	35.3	28.3	.1055

Indianapolis
Terre Haute
Bloomington
Bedford
Evansville
Louisville
ABC

BLOOMINGTON – BEDFORD
ABC Total Retail Trade Area 181,400 People 64,600 Households
OUR UNDUPLICATED DAILY-SUNDAY REACH CUME IN TRADE AREA: 80%*
with FREQUENCY, for example, among readers in the Monroe County SMSA of:
5.17 out of 6 Weekdays
3.71 out of 4 Sundays

What Better Target Marketing Tool?

Even with large numbers of non-local college students in households, our **AGE REACH** is **82%** of 18-24s, **83%** of 25-34s, **91%** of 35-49s, **96%** of 50-64s and **95%** of 65 and over in Monroe SMSA households.

TM Really Means Finding Buyer Prospects

84% of all Food
86% of Drugs & Rx
90% of Furniture
90% Women's Clothes
92% of Appliances
91% of Automobiles
90% of Tires & Acc.

purchasers in our SMSA were our readers!*

*RMH Research, Inc Fall, 1979

FOR MOST PRODUCTS THE BEST PROSPECTS ARE READERS OF THE DAILY NEWSPAPER
Target YOUR prospects in OUR area with US!

Circulation Up Again!
Daily **40,657**
Sunday **41,539**
ABC Fas Fax 3/31/80

Represented Nationally by LANDON ASSOCIATES

BLOOMINGTON
The Herald-Telephone

BEDFORD
The Times-Mail

BLOOMINGTON — BEDFORD
Sunday Herald-Times

Specify Bloomington — Bedford Metro Newspapers On Your Media List

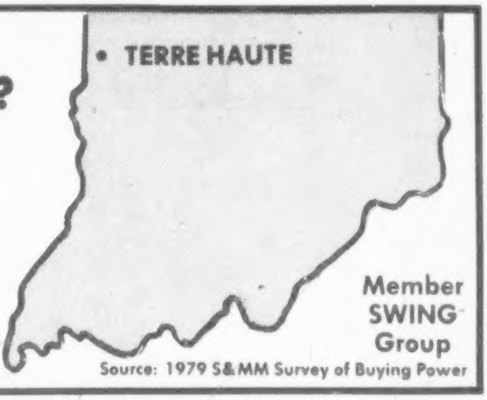
DID YOU GET YOUR SHARE
OF THE TERRE HAUTE MARKET?

$833,379,000 Metro Area Retail Sales

$13,270 Per Household Sales

TERRE HAUTE TRIBUNE-STAR

Terre Haute, Indiana
Represented by LANDON ASSOCIATES, INC.



Member SWING Group

Source: 1979 S&MM Survey of Buying Power

IND. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group:
(A) $8,000–$9,999
(B) $10,000–$14,999
(C) $15,000–$24,999
(D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
● South Bend	900,630	19,505	4.8	12.8	31.7	32.5	.0573
SUBURBAN TOTAL	1,040,073	18,379	4.7	14.9	37.5	25.4	.0657
TERRE HAUTE	**1,134,393**	**15,576**	**6.2**	**15.3**	**28.9**	**22.9**	**.0788**
Clay	182,300	17,354	5.7	13.6	28.8	27.7	.0109
Sullivan	146,857	16,005	5.7	13.1	25.5	26.9	.0081
Vermillion	103,634	14,126	6.0	15.7	29.5	17.6	.0064
Vigo	701,602	15,409	6.5	16.0	29.5	21.8	.0534
● Terre Haute	386,570	14,328	7.1	16.4	28.0	19.9	.0345
SUBURBAN TOTAL	747,823	16,295	5.7	14.6	29.5	24.5	.0443
OTHER COUNTIES							
Bartholomew	441,883	18,998	4.1	14.3	37.5	28.7	.0292
Benton	87,773	21,289	4.5	13.7	26.7	39.8	.0045
Blackford	96,747	17,027	5.0	16.1	34.7	23.4	.0059
Brown	63,194	15,137	6.1	16.9	30.5	20.0	.0034
Carroll	130,336	18,524	4.4	13.5	34.8	28.9	.0072
Cass	253,690	17,027	5.3	15.4	34.3	23.6	.0168
☐ Clark	549,493	17,224	5.4	17.6	37.6	21.6	.0382
Clinton	216,379	18,127	5.2	14.2	31.8	28.4	.0128
Crawford	47,636	12,184	6.6	20.4	24.5	13.2	.0028
Daviess	134,326	13,904	6.9	19.4	31.5	13.9	.0090
☐ Dearborn	185,611	15,505	6.0	19.1	36.2	15.9	.0118
Decatur	149,770	16,360	5.6	17.0	33.5	21.2	.0098
Dubois	194,294	17,150	4.5	16.8	36.7	22.2	.0141
Fayette	196,908	18,737	4.5	14.4	33.2	31.0	.0113
☐ Floyd	393,107	16,643	5.2	17.0	34.4	22.2	.0235
Fountain	107,381	15,596	6.2	15.3	33.1	19.0	.0076
Franklin	100,858	14,500	6.2	21.5	30.4	17.7	.0060
Fulton	126,373	17,837	5.2	12.7	28.5	29.5	.0072
Greene	199,657	16,824	5.8	13.3	26.2	28.5	.0115
Harrison	123,385	13,353	7.4	20.2	32.2	11.6	.0082
Henry	397,802	20,050	4.0	11.6	33.1	33.9	.0229
Huntington	245,951	19,408	4.9	13.9	34.7	29.7	.0149
Jackson	230,600	16,901	5.6	15.3	35.6	21.3	.0152
Jasper	149,777	16,510	5.6	16.2	35.4	20.9	.0105
Jay	130,667	14,822	6.9	17.5	32.1	17.2	.0082
Jefferson	139,468	13,270	8.4	21.2	30.8	12.1	.0109
Jennings	116,697	16,848	5.6	17.7	35.1	21.4	.0070
Knox	244,312	14,338	6.8	16.4	28.5	19.4	.0169
Kosciusko	394,395	19,407	4.2	13.9	32.0	31.8	.0240
La Grange	124,727	16,211	5.2	17.2	35.6	19.0	.0081
Lawrence	276,421	16,904	5.4	15.9	31.0	25.0	.0173
Martin	49,759	12,753	8.3	21.9	27.8	12.4	.0035
Miami	216,144	15,206	6.1	20.6	34.2	16.7	.0137
Montgomery	226,079	17,121	5.1	16.1	33.1	23.7	.0142
Newton	84,427	15,670	5.1	16.8	34.7	18.0	.0052
Noble	200,573	16,906	5.4	16.1	37.5	20.0	.0122
Ohio	23,970	13,542	7.9	18.0	34.4	9.2	.0015
Orange	82,843	11,803	8.3	22.6	26.4	9.1	.0054
Owen	61,225	10,974	9.2	21.5	26.9	6.0	.0041
Parke	83,468	12,655	6.1	17.4	27.6	14.2	.0053
Perry	102,845	15,507	5.8	17.8	29.8	22.0	.0067
Pike	105,430	18,504	5.1	10.2	24.6	34.3	.0055
Pulaski	92,928	17,782	4.9	13.8	25.9	31.8	.0050
Putnam	163,624	15,000	6.3	18.1	33.9	16.1	.0107
Randolph	191,342	17,173	5.4	15.0	33.5	24.9	.0108
Ripley	126,801	14,898	5.4	17.8	32.7	16.9	.0082
Rush	127,489	16,498	5.4	16.6	31.3	24.0	.0078
Scott	115,807	17,455	4.7	15.8	33.8	25.1	.0072
Spencer	118,769	18,213	5.3	12.0	27.1	31.4	.0071
Starke	132,372	16,724	5.4	15.3	30.7	25.2	.0084
Steuben	164,209	16,444	6.1	15.4	29.7	25.2	.0110
Switzerland	33,912	12,196	6.2	19.4	29.6	9.8	.0018
Union	46,247	14,922	6.7	19.7	32.2	17.5	.0027
Wabash	256,797	18,839	5.0	13.4	34.4	29.2	.0155
Warren	56,093	20,377	4.9	11.7	27.7	36.5	.0028
Washington	121,003	15,473	6.0	17.3	30.4	21.1	.0072
Wayne	524,212	17,367	4.8	16.4	33.6	24.9	.0342
Richmond	287,060	16,047	5.4	17.8	31.9	21.7	.0219
White	172,271	19,452	4.8	15.1	28.4	33.9	.0100
Whitley	187,435	19,749	4.2	11.4	33.9	31.3	.0106
TOTAL METRO COUNTIES	**29,774,613**	**20,032**	**4.5**	**12.7**	**31.9**	**34.0**	**1.8473**
TOTAL STATE	**38,764,091**	**19,118**	**4.7**	**13.6**	**32.2**	**31.2**	**2.4088**

Beef Up Your Reach In Central Indiana

Back Your Zone, District, Broker and Wholesaler Field Salesmen, Dealers!

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he Indianapolis Distribution Area covers 50 Indiana ounties. Indy's major media Reach is above 20% in nly 12 counties. SWING's 128,400 circulation gives ver 53% of 16 more counties (71% of the six key ounties where its daily newspapers are published.)

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SOUTH WEST INDIANA NEWSPAPER GROUP

EFFICIENT, UNDUPLICATED COVERAGE OF SIX CONTIGUOUS TRADE AREAS
The South-West Third of the 50 Counties

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S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP
1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($0
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
CEDAR RAPIDS	**170.2**	**.0768**	**29.1**	**13.8**	**18.9**	**16.4**	**22.5**	**58.8**	**753,515**	**148,981**	**68,938**	**132,912**	**37,246**	**143,424**	**26,31**
Linn	170.2	.0768	29.1	13.8	18.9	16.4	22.5	58.8	753,515	148,981	68,938	132,912	37,246	143,424	26,3
• Cedar Rapids	107.5	.0485	29.6	14.1	18.3	16.5	23.6	38.5	630,529	112,894	58,349	117,299	31,326	129,458	21,0
SUBURBAN TOTAL	62.7	.0283	28.4	13.4	19.7	16.3	20.7	20.3	122,986	36,087	10,589	15,613	5,920	13,966	5,29
DAVENPORT - ROCK ISLAND - MOLINE	**378.1**	**.1707**	**30.1**	**12.3**	**16.6**	**16.0**	**25.9**	**134.3**	**1,732,675**	**328,130**	**166,623**	**264,4[illegible]**	**75,490**	**359,676**	**62,40**
Scott	156.5	.0706	28.9	12.6	17.8	16.2	22.9	53.5	752,012	132,395	71,409	136,005	40,675	135,079	31,89
• Davenport	102.6	.0463	29.5	13.6	16.6	15.4	25.5	36.3	543,325	82,788	50,531	89,866	31,614	118,611	23,7
Henry, Ill.	*57.7*	*.0261*	*32.7*	*10.2*	*15.1*	*15.8*	*30.7*	*21.1*	*211,977*	*51,101*	*17,777*	*11,223*	*7,207*	*47,664*	*4,69*
Rock Island, Ill.	*163.9*	*.0740*	*30.6*	*12.7*	*16.2*	*16.0*	*26.9*	*59.7*	*768,686*	*144,634*	*77,437*	*117,238*	*27,608*	*176,933*	*25,6*
• *Moline*	*45.5*	*.0205*	*32.5*	*12.1*	*15.1*	*15.8*	*30.4*	*17.6*	*367,321*	*47,278*	*29,846*	*95,459*	*19,003*	*72,514*	*13,66*
• *Rock Island*	*49.2*	*.0222*	*31.6*	*14.2*	*14.3*	*15.5*	*29.7*	*19.0*	*147,157*	*21,712*	*18,694*	*16,429*	*5,914*	*40,217*	*6,57*
SUBURBAN TOTAL	180.8	.0817	29.6	11.1	17.7	16.6	23.9	61.4	674,872	176,352	67,552	62,712	18,959	128,334	18,38
DES MOINES	**337.6**	**.1524**	**29.5**	**13.8**	**17.4**	**16.4**	**24.1**	**120.4**	**1,763,570**	**355,690**	**146,044**	**257,275**	**74,918**	**337,794**	**35,24**
Polk	303.2	.1368	29.7	14.0	17.1	16.5	24.4	109.3	1,673,395	327,750	141,834	252,030	73,691	311,092	33,71
• Des Moines	199.6	.0901	30.4	15.1	16.1	15.4	27.1	74.5	1,156,651	225,561	96,534	197,215	51,097	210,322	23,46
Warren	34.4	.0156	28.4	12.0	18.9	16.5	21.0	11.1	90,175	27,940	4,210	5,245	1,227	26,702	1,526
SUBURBAN TOTAL	138.0	.0623	28.5	11.9	19.2	17.9	19.7	45.9	606,919	130,129	49,510	60,060	23,821	127,472	11,778
DUBUQUE	**96.1**	**.0434**	**27.8**	**13.7**	**15.6**	**15.0**	**23.8**	**28.5**	**433,600**	**79,549**	**37,642**	**73,836**	**28,618**	**86,738**	**13,828**
Dubuque	96.1	.0434	27.8	13.7	15.6	15.0	23.8	28.5	433,600	79,549	37,642	73,836	28,618	86,738	13,828
• Dubuque	62.6	.0283	28.8	14.8	14.5	15.5	25.5	19.3	390,655	71,600	32,441	73,442	27,009	75,873	13,66
SUBURBAN TOTAL	33.5	.0151	26.2	11.7	17.3	14.1	20.7	9.2	42,945	7,949	5,201	394	1,609	10,865	163
IOWA CITY	**81.1**	**.0366**	**24.5**	**29.2**	**19.6**	**11.7**	**16.5**	**28.0**	**351,445**	**68,199**	**35,498**	**35,720**	**20,313**	**61,061**	**13,481**
Johnson	81.1	.0366	24.5	29.2	19.6	11.7	16.5	28.0	351,445	68,199	35,498	35,720	20,313	61,061	13,431
• Iowa City	52.4	.0236	23.9	35.9	19.2	10.6	14.3	18.3	274,073	48,335	29,494	34,589	13,285	49,386	11,50
SUBURBAN TOTAL	28.7	.0130	27.1	17.3	20.3	13.7	20.3	9.7	77,372	19,864	6,004	1,131	7,028	11,675	1,976
SIOUX CITY	**120.7**	**.0544**	**30.0**	**13.0**	**14.3**	**15.4**	**27.3**	**42.1**	**504,696**	**114,365**	**45,187**	**69,727**	**26,283**	**88,795**	**19,057**
Woodbury	103.6	.0467	30.3	13.1	14.0	15.6	27.8	36.5	442,043	98,983	38,590	69,186	24,375	75,584	16,182
• Sioux City	84.8	.0383	30.1	13.9	14.1	15.6	27.5	30.2	410,788	94,144	34,379	68,861	24,052	65,220	15,636
Dakota, Neb.	*17.1*	*.0077*	*28.4*	*11.9*	*16.9*	*14.6*	*24.2*	*5.6*	*62,653*	*15,385*	*6,597*	*541*	*1,908*	*13,211*	*2,875*
SUBURBAN TOTAL	35.9	.0161	29.6	10.7	15.3	15.1	26.6	11.9	93,908	20,224	10,808	866	2,231	23,575	3,421
WATERLOO - CEDAR FALLS	**139.1**	**.0628**	**27.9**	**16.7**	**15.6**	**15.4**	**23.5**	**45.9**	**667,559**	**119,866**	**51,836**	**96,091**	**30,717**	**148,277**	**18,882**
Black Hawk	139.1	.0628	27.9	16.7	15.6	15.4	23.5	45.9	667,559	119,866	51,836	96,091	30,717	148,277	18,882
• Cedar Falls	35.8	.0162	24.2	30.9	14.9	13.4	18.4	10.5	244,091	41,959	20,874	25,662	15,191	71,183	6,228
• Waterloo	76.9	.0347	30.4	11.7	15.6	15.9	26.9	26.9	398,864	68,756	28,998	70,058	15,364	73,512	12,523
SUBURBAN TOTAL	26.4	.0119	27.3	12.0	17.6	16.5	20.0	8.5	24,604	9,151	1,964	371	162	3,582	131
OTHER COUNTIES															
Adair	9.5	.0043	38.9	7.2	12.8	15.5	38.5	3.9	36,231	7,386	2,235	585	502	6,049	877
Adams	6.3	.0029	38.9	7.8	13.0	15.7	38.4	2.5	13,152	4,506	650	397	232	2,480	632
Allamakee	15.5	.0070	34.0	8.7	12.4	14.7	34.1	5.2	48,057	12,652	4,536	1,177	1,225	10,045	745
Appanoose	15.7	.0071	37.5	10.8	12.0	13.9	38.4	6.1	57,141	12,227	3,258	7,690	2,598	11,038	579
Audubon	9.0	.0040	36.6	7.7	12.8	16.3	35.5	3.3	30,852	7,142	2,011	476	1,552	8,280	868
Benton	23.9	.0108	33.2	9.1	15.3	16.0	31.3	8.5	64,002	12,352	5,137	925	3,787	15,448	1,570
Boone	26.5	.0119	35.1	10.4	13.9	15.5	34.6	9.6	81,490	20,962	4,675	4,900	6,438	21,340	3,953
Bremer	24.8	.0112	30.5	14.0	15.5	14.9	28.1	8.3	75,227	19,765	4,536	2,444	2,914	13,175	1,621
Buchanan	22.1	.0100	30.4	9.8	14.8	15.1	28.2	7.3	60,712	15,625	5,527	3,563	1,646	14,473	1,580
Buena Vista	21.5	.0097	34.2	11.3	12.0	16.4	32.5	7.8	91,987	16,451	8,800	6,349	4,519	19,176	2,013
Butler	17.3	.0078	34.4	9.5	13.2	16.2	33.0	6.4	35,045	5,449	2,298	1,771	1,689	6,181	415
Calhoun	13.7	.0062	38.0	7.7	12.7	15.9	37.3	5.0	47,610	8,879	1,997	1,395	981	17,116	900
Carroll	23.5	.0106	32.4	8.4	12.5	15.7	31.0	7.5	109,264	20,310	7,544	11,223	4,306	25,400	1,597
Cass	16.9	.0076	36.8	8.1	13.9	15.3	36.6	6.4	85,756	16,879	6,771	7,525	2,370	16,576	2,602
Cedar	17.9	.0081	33.7	9.3	14.7	16.1	32.1	6.4	59,053	16,203	2,852	1,577	1,039	14,726	904
Cerro Gordo	48.4	.0218	32.6	12.0	14.1	16.8	29.8	17.6	259,435	47,734	23,808	42,110	7,688	49,308	6,556

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SOURCE: CIRCULATION '79-'80

Telegraph Herald
Reaching the Readers
[and Customers]
of the '80s

IOWA (cont.)

[illegible] ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Cherokee	16.8	.0075	33.5	9.3	13.9	16.5	31.4	5.8	73,986	23,070	3,740	5,183	2,999	12,889	2,607
Chickasaw	15.3	.0069	32.0	8.5	14.4	15.2	30.5	5.2	46,548	12,545	3,377	1,191	1,056	8,605	792
Clarke	8.1	.0037	38.3	8.2	13.2	15.6	37.8	3.4	38,294	7,889	2,291	2,151	586	8,519	678
Clay	20.0	.0090	32.4	10.4	14.2	16.7	29.6	7.2	100,804	17,552	9,242	10,983	4,440	24,289	2,993
Clayton	21.0	.0095	34.3	8.5	12.9	15.5	33.6	7.5	56,818	10,529	4,879	1,147	4,082	17,397	944
Clinton	59.1	.0267	31.2	11.2	15.5	16.2	27.9	20.3	248,075	49,849	20,669	36,094	11,103	61,683	6,762
Crawford	18.3	.0082	32.2	10.3	14.3	15.7	30.3	7.0	75,284	19,906	8,104	4,556	2,517	16,000	1,558
Dallas	28.3	.0128	32.3	9.9	16.0	15.6	30.1	10.5	95,113	26,166	5,875	8,264	2,446	24,070	1,382
Davis	8.5	.0038	36.8	8.1	12.7	15.4	36.5	3.4	28,339	6,266	1,703	489	412	7,456	658
Decatur	10.0	.0046	33.3	18.2	11.2	12.8	35.3	3.5	21,434	6,123	1,223	711	572	2,148	1,080
Delaware	19.6	.0088	30.4	9.4	13.7	15.6	28.1	6.3	61,895	13,550	3,970	4,292	1,000	13,750	1,886
Des Moines	45.9	.0207	32.4	11.8	15.5	16.4	29.6	17.0	210,196	45,670	17,462	34,828	14,337	30,397	10,261
Dickinson	13.9	.0063	35.7	8.9	12.9	15.7	34.9	5.5	73,106	12,072	6,523	3,637	2,166	9,537	2,337
Emmet	14.6	.0065	31.6	12.0	13.4	15.3	30.1	5.0	51,965	9,233	3,505	5,568	1,264	12,894	1,072
Fayette	26.2	.0119	33.2	11.0	12.9	15.1	32.6	9.2	89,525	17,718	6,466	8,574	3,588	23,128	2,766
Floyd	20.5	.0092	33.4	8.9	15.4	15.8	31.8	7.6	76,685	17,736	4,821	7,180	2,039	16,752	1,317
Franklin	13.3	.0060	37.2	8.0	13.2	16.9	35.5	5.2	41,950	7,885	2,918	1,774	1,219	9,309	1,073
Fremont	9.0	.0041	38.0	7.9	12.6	16.0	37.3	3.5	16,422	3,280	1,503	242	570	3,503	1,048
Greene	11.9	.0054	37.6	8.1	13.0	15.3	37.3	4.7	34,218	7,660	2,595	2,758	533	6,235	1,045
Grundy	14.4	.0065	34.1	9.3	15.4	16.0	32.6	5.3	37,024	7,796	2,564	420	3,524	9,019	1,513
Guthrie	13.0	.0058	39.3	7.8	11.8	15.8	38.8	5.0	25,355	4,253	2,877	1,373	1,677	4,923	723
Hamilton	17.6	.0080	33.9	10.1	14.4	16.9	31.5	6.7	65,473	13,114	6,586	3,088	2,906	13,662	1,580
Hancock	14.3	.0064	34.3	8.0	13.5	15.9	33.2	5.4	35,757	6,289	2,240	591	2,359	8,077	1,401
Hardin	21.3	.0096	34.3	11.4	13.6	15.6	33.4	8.1	88,840	18,898	5,713	3,297	4,275	22,499	2,209
Harrison	16.5	.0075	34.9	8.7	12.7	15.6	34.3	6.0	67,264	11,598	3,926	1,202	1,310	27,430	2,184
Henry	18.3	.0082	32.4	13.0	15.1	14.4	31.6	6.6	70,221	14,234	4,744	5,810	2,513	18,526	2,028
Howard	11.4	.0052	38.0	7.1	11.3	15.6	37.5	4.1	34,243	6,485	2,542	1,398	1,324	6,638	1,245
Humboldt	12.1	.0054	34.4	8.1	13.4	17.0	32.2	4.2	40,697	9,873	2,559	1,719	1,772	10,318	779
Ida	8.7	.0040	36.9	7.0	13.1	17.6	34.6	3.3	24,562	4,339	1,577	961	515	6,994	791
Iowa	14.4	.0065	34.4	9.2	14.2	15.7	33.5	5.2	64,425	12,311	15,671	2,473	1,844	7,334	1,517
Jackson	22.5	.0101	31.8	9.0	14.5	15.9	29.5	7.6	63,632	14,777	6,223	3,130	3,736	12,654	2,186
Jasper	36.8	.0166	32.4	9.9	15.8	17.8	28.1	13.4	134,844	27,881	9,212	8,222	4,826	28,674	5,080
Jefferson	15.0	.0068	31.4	17.3	13.3	14.1	31.1	5.5	58,180	14,698	2,478	6,009	2,289	13,399	1,396
Jones	19.7	.0089	31.2	11.8	15.3	15.4	28.7	6.6	58,122	9,114	3,757	2,182	1,991	16,620	1,850
Keokuk	13.9	.0063	38.0	8.2	11.8	15.4	37.7	5.6	36,996	4,751	2,870	988	1,561	12,282	681
Kossuth	23.2	[illegible]	33.2	8.5	13.2	16.5	31.2	8.0	102,020	13,752	6,546	5,621	3,995	43,393	1,540
Lee	42.9	0[illegible]	32.7	10.9	15.1	16.2	30.4	15.3	200,306	46,774	11,372	24,385	8,877	44,591	6,704
Louisa	11.3	.0051	32.7	9.5	15.3	15.5	31.0	4.3	30,593	6,665	2,816	545	1,056	10,321	758
[illegible]cas	10.3	.0047	38.7	7.4	13.1	15.9	38.1	4.3	34,714	9,923	1,675	2,786	1,226	6,338	1,388
Lyon	13.6	.0061	32.7	8.4	12.7	16.6	30.4	4.4	36,513	8,157	3,189	506	1,807	9,781	655
Madison	12.5	.0056	36.0	8.2	13.3	15.6	35.5	5.2	38,709	8,804	3,986	1,233	855	11,197	2,035
Mahaska	22.4	.0101	34.4	12.3	13.0	15.1	34.0	8.4	88,697	21,210	5,723	8,592	3,674	13,307	1,500
Marion	29.5	.0134	32.5	14.1	14.3	15.2	31.2	10.3	88,352	21,151	8,213	6,553	2,641	19,085	2,252
Marshall	42.7	.0192	31.8	11.7	16.2	16.0	28.7	15.2	183,133	39,066	16,413	21,786	7,051	33,813	7,764
Mills	13.6	.0062	31.5	11.3	14.6	15.0	29.8	4.9	47,989	10,108	2,684	3,267	3,658	15,360	1,227
Mitchell	12.3	.0055	35.4	7.4	12.7	15.6	34.8	4.1	33,723	5,917	1,803	964	1,093	6,935	1,179

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The Gazette

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IOWA (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	 25–34 Years	 35–49 Years	 50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
Monona	12.2	.0055	38.2	7.7	12.4	15.5	37.8	4.7	38,982	9,568	2,895	650	1,624	9,826	2,292
Monroe	9.7	.0044	38.0	8.6	11.8	15.4	37.6	3.6	28,172	7,881	1,374	1,168	376	10,344	1,009
Montgomery	13.6	.0061	38.7	8.3	12.0	15.7	38.2	5.3	47,936	13,212	3,088	5,289	1,378	9,601	2,033
Muscatine	40.5	.0183	30.6	11.3	16.4	15.3	27.5	14.2	226,[illegible]19	41,439	16,455	10,896	7,226	60,446	7,[illegible]
O'Brien	17.6	.0080	35.0	8.4	12.5	16.2	33.8	6.3	68,506	12,657	4,571	4,570	2,242	18,285	2,006
Osceola	8.0	.0036	35.0	8.2	11.7	16.1	33.9	2.8	20,254	3,333	1,906	276	613	3,971	552
Page	19.5	.0088	38.2	9.8	12.1	15.3	37.9	7.8	85,539	17,162	4,305	8,330	4,760	18,915	2,809
Palo Alto	13.3	.0060	34.5	9.2	11.6	16.1	33.3	4.5	43,928	9,125	3,386	656	815	9,304	1,254
Plymouth	25.6	.0115	30.8	12.1	13.0	15.5	29.0	8.2	102,454	25,812	6,351	4,762	2,366	24,453	1,666
Pocahontas	11.7	.0053	35.5	7.9	13.3	15.8	34.8	4.3	39,190	10,776	2,310	1,170	2,114	9,850	860
☐ Pottawattamie	86.5	.0391	30.1	11.4	15.8	17.1	25.1	29.1	320,425	72,801	33,969	43,569	8,683	74,147	13,473
Council Bluffs	60.6	.0273	29.5	12.3	16.8	15.8	25.0	21.0	273,946	63,883	24,580	43,378	8,053	68,656	12,155
Poweshiek	19.6	.0088	31.4	14.6	14.6	14.7	30.0	7.1	70,535	14,440	4,997	3,687	3,131	14,172	2,151
Ringgold	6.2	.0026	40.8	8.0	11.2	16.3	40.0	2.7	18,[illegible]31	3,579	1,108	492	213	5,295	874
Sac	14.8	.0067	36.1	8.4	12.5	16.0	35.2	5.8	40,371	8,352	3,504	904	878	10,165	768
Shelby	14.9	.0068	32.9	8.6	13.2	16.1	31.1	5.1	42,810	8,114	3,330	4,672	624	10,036	1,457
Sioux	30.6	.0138	28.0	14.9	13.1	14.6	26.2	9.8	113,720	18,092	7,050	1,829	6,112	34,801	2,046
Story	71.1	.0320	24.1	32.1	16.1	11.5	18.3	23.0	284,468	52,611	31,627	41,234	13,726	56,822	4,696
Tama	21.0	.0095	35.1	8.6	13.5	16.0	34.2	7.5	48,461	8,151	4,933	2,133	1,912	12,749	933
Taylor	8.2	.0037	42.3	8.1	10.9	15.0	42.3	3.2	13,987	3,907	1,366	588	211	2,078	580
Union	13.8	.0063	35.5	9.9	13.5	14.4	36.1	5.5	57,890	17,449	3,965	5,491	1,574	10,743	1,385
Van Buren	8.7	.0039	39.0	7.6	13.3	15.1	38.9	3.4	15,778	3,161	1,488	327	279	1,202	609
Wapello	40.9	.0184	35.0	10.4	13.5	16.3	33.8	15.5	168,167	41,327	12,981	21,436	9,638	24,305	5,977
Washington	18.5	.0083	33.6	9.6	14.1	15.5	32.5	6.7	83,775	16,100	7,870	6,499	4,305	19,265	1,692
Wayne	8.2	.0037	44.2	7.9	10.3	15.2	44.1	4.0	18,527	4,436	948	629	95	1,574	601
Webster	46.5	.0210	31.6	11.8	14.7	16.5	28.5	16.0	239,374	37,436	14,855	39,998	14,196	56,650	3,952
Winnebago	14.1	.0064	33.5	11.9	13.4	14.5	33.5	5.3	43,640	8,230	3,470	2,[illegible]80	2,175	11,439	1,508
Winneshiek	22.2	.0100	28.6	19.0	12.6	13.9	28.1	6.6	67,270	15,455	5,088	3,136	4,588	17,101	1,656
Worth	8.5	.0039	37.4	8.5	13.0	15.8	36.7	3.4	20,007	4,633	1,288	568	1,454	3,785	614
Wright	16.8	.0076	35.6	8.6	13.7	16.4	34.3	6.0	51,041	14,485	3,353	1,250	2,532	13,512	1,686
TOTAL METRO COUNTIES	**1,170.7**	**.5284**	**28.7**	**14.8**	**17.0**	**15.8**	**23.5**	**400.7**	**5,484,169**	**1,076,464**	**483,926**	**844,594**	**265,545**	**1,062,104**	**169,294**
TOTAL STATE	**2,923.8**	**1.3196**	**31.0**	**12.7**	**15.2**	**15.7**	**28.3**	**1,031.6**	**11,969,556**	**2,438,546**	**981,248**	**1,372,844**	**531,472**	**2,535,335**	**348,314**

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Sources:
Sales & Marketing Management SURVEY OF BUYING POWER 1980
ABC One-Day Count June 30, 1980

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S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
EDAR RAPIDS	**1,318,850**	**21,461**	**4.0**	**10.5**	**31.4**	**37.6**	**.0817**
Linn	1,318,850	21,461	4.0	10.5	31.4	37.6	.0817
• Cedar Rapids	919,468	22,732	3.8	9.7	27.8	42.7	.0594
SUBURBAN TOTAL	399,382	19,597	4.2	12.0	38.3	28.1	.0223
AVENPORT - ROCK ISLAND - MOLINE	**3,243,269**	**22,463**	**3.9**	**10.1**	**28.5**	**42.0**	**.1930**
Scott	1,272,039	22,192	3.9	10.2	29.3	40.8	.0789
• Davenport	828,355	21,212	4.4	11.0	29.3	38.1	.0532
Henry, Ill.	*480,249*	*21,157*	*4.4*	*11.4*	*28.4*	*38.4*	*.0273*
Rock Island, Ill.	*1,490,981*	*23,172*	*3.6*	*9.5*	*28.1*	*44.3*	*.0868*
• *Moline*	*450,983*	*23,540*	*3.6*	*9.5*	*26.5*	*45.9*	*.0305*
• *Rock Island*	*468,347*	*22,269*	*4.3*	*10.4*	*24.7*	*43.0*	*.0239*
SUBURBAN TOTAL	1,495,584	22,917	3.5	9.6	29.9	42.9	.0854
ES MOINES	**2,770,913**	**20,966**	**4.7**	**11.7**	**29.0**	**37.7**	**.1755**
Polk	2,541,596	21,123	4.7	11.8	28.1	38.6	.1623
• Des Moines	1,645,005	19,546	5.3	12.9	27.9	34.8	.1079
Warren	229,317	19,842	4.5	10.6	37.4	29.3	.0132
SUBURBAN TOTAL	1,125,908	22,806	3.6	9.7	30.8	42.5	.0676
DUBUQUE	**684,047**	**22,217**	**4.0**	**9.9**	**27.4**	**41.1**	**.0445**
Dubuque	684,047	22,217	4.0	9.9	27.4	41.1	.0445
• Dubuque	475,359	22,935	4.0	9.1	25.8	43.4	.0335
SUBURBAN TOTAL	208,688	20,764	4.0	11.6	31.0	36.3	.0110
IOWA CITY	**535,652**	**16,403**	**6.2**	**16.1**	**29.3**	**25.1**	**.0358**
Johnson	535,652	16,403	6.2	16.1	29.3	25.1	.0358
• Iowa City	360,463	15,904	6.6	15.8	26.5	26.2	.0251
SUBURBAN TOTAL	175,189	17,140	5.4	16.5	34.8	23.0	.0107
SIOUX CITY	**905,238**	**18,877**	**5.4**	**12.6**	**28.6**	**32.4**	**.0561**
Woodbury	790,229	18,912	5.5	12.5	28.1	32.9	.0487
• Sioux City	645,475	18,980	5.6	12.3	28.8	32.2	.0415
Dakota, Neb.	*115,009*	*18,693*	*5.0*	*12.7*	*32.6*	*29.4*	*.0074*
SUBURBAN TOTAL	259,763	18,623	5.0	13.1	28.3	33.0	.0146
WATERLOO - CEDAR FALLS	**1,067,025**	**21,341**	**4.7**	**10.3**	**30.0**	**38.1**	**.0680**
Black Hawk	1,067,025	21,341	4.7	10.3	30.0	38.1	.0680
• Cedar Falls	257,681	22,074	4.7	10.1	28.8	40.3	.0194
• Waterloo	606,131	20,792	5.1	10.5	29.4	36.7	.0391
SUBURBAN TOTAL	203,213	22,045	3.5	10.2	33.2	39.8	.0095
OTHER COUNTIES							
Adair	74,434	14,942	7.0	18.7	27.7	22.2	.0045
Adams	38,765	13,012	9.0	15.6	27.9	15.7	.0022
Allamakee	97,544	14,493	7.5	15.9	27.3	21.4	.0060
Appanoose	101,214	13,327	7.7	16.8	24.8	19.7	.0065
Audubon	63,379	15,303	7.1	16.1	28.0	23.0	.0038
Benton	182,326	18,272	5.2	13.6	28.5	31.5	.0100
Boone	195,907	17,525	5.9	14.4	29.6	28.6	.0112

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Bremer	187,049	19,268	5.3	12.3	28.5	33.5	.0105
Buchanan	156,886	18,107	5.2	15.2	29.3	30.0	.0090
Buena Vista	166,311	17,728	5.7	14.2	26.4	31.9	.0102
Butler	140,092	18,935	6.0	14.8	27.6	33.2	.0070
Calhoun	101,194	16,910	6.1	13.7	26.4	29.2	.0061
Carroll	162,435	18,665	5.1	14.1	29.4	32.2	.0108
Cass	141,200	18,421	5.8	13.7	27.0	33.1	.0087
Cedar	147,555	20,079	5.0	12.1	28.4	36.9	.0082
Cerro Gordo	368,709	18,991	5.5	12.1	29.9	31.5	.0246
Cherokee	114,341	17,124	6.6	15.8	29.5	27.0	.0075
Chickasaw	101,947	17,179	6.3	14.0	28.0	27.5	.0061
Clarke	66,891	15,375	6.0	14.2	23.2	27.7	.0040
Clay	176,764	20,451	5.4	13.4	23.8	39.0	.0107
Clayton	131,063	14,974	6.5	15.0	28.0	21.9	.0078
Clinton	433,934	19,882	4.3	12.7	31.6	33.5	.0272
Crawford	121,936	15,080	6.1	18.5	28.7	21.5	.0080
Dallas	240,200	21,082	4.7	10.4	26.0	39.3	.0132
Davis	57,258	13,652	7.4	16.4	26.2	19.3	.0035
Decatur	46,793	9,974	9.3	17.3	23.2	9.4	.0030
Delaware	141,011	19,138	5.6	12.8	26.4	34.2	.0083
Des Moines	332,902	17,608	5.4	14.8	31.3	27.2	.0215
Dickinson	112,926	17,837	5.7	12.8	28.3	30.5	.0072
Emmet	86,270	15,109	5.1	16.7	32.4	17.9	.0058
Fayette	159,852	15,040	5.9	15.9	30.5	19.7	.0103
Floyd	159,229	18,729	4.7	12.4	31.0	30.8	.0093
Franklin	111,515	18,469	5.0	13.1	29.5	31.6	.0061
Fremont	62,869	15,327	5.8	16.5	27.8	23.2	.0032
Greene	111,545	19,711	5.4	11.3	23.3	37.7	.0058
Grundy	117,509	19,010	4.3	13.6	32.2	32.5	.0062
Guthrie	91,163	16,274	6.2	13.9	29.5	24.6	.0048
Hamilton	123,609	16,041	5.7	16.3	31.4	22.3	.0076
Hancock	107,872	17,715	5.7	13.4	29.9	28.4	.0058
Hardin	161,545	17,253	6.0	14.6	30.0	27.0	.0099
Harrison	114,030	16,147	6.4	13.9	27.2	26.4	.0074
Henry	141,942	19,137	5.4	13.9	26.5	34.3	.0083
Howard	85,257	15,589	6.6	12.7	22.4	29.1	.0048
Humboldt	93,390	20,125	5.3	11.1	29.3	35.4	.0054
Ida	87,628	22,393	4.9	11.3	24.2	43.2	.0043
Iowa	88,683	15,063	7.0	19.1	31.4	18.9	.0062
Jackson	151,029	17,240	6.3	13.3	30.6	26.5	.0089
Jasper	286,538	19,586	4.7	12.0	30.8	33.4	.0167
Jefferson	120,139	18,703	4.6	13.6	26.7	32.8	.0070
Jones	129,726	16,745	6.4	14.6	29.0	26.9	.0077
Keokuk	95,909	14,173	6.5	15.7	26.2	21.0	.0056
Kossuth	187,998	20,778	4.2	11.1	29.0	37.5	.0113

IOWA
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METRO QUAD-CITIES OF IOWA-ILLINOIS

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IOWA (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Lee	292,901	17,565	5.2	12.8	33.1	26.0	.0196
Louisa	79,347	17,304	5.7	13.1	33.6	24.3	.0044
Lucas	91,145	17,378	6.4	12.1	23.8	32.1	.0050
Lyon	84,157	14,789	7.4	19.4	24.7	24.5	.0050
Madison	94,677	15,897	6.1	15.8	29.6	23.1	.0053
Mahaska	149,412	14,941	6.6	14.8	26.0	23.8	.0097
Marion	231,505	19,308	5.3	11.9	28.7	33.6	.0128
Marshall	311,644	18,809	5.3	12.4	33.0	29.0	.0196
Mills	111,804	18,704	4.6	15.1	27.3	31.9	.0064
Mitchell	79,395	16,106	6.7	16.1	28.3	25.3	.0047
Monona	99,497	16,979	6.0	14.2	24.8	31.1	.0055
Monroe	59,619	14,520	5.5	13.1	28.1	20.6	.0037
Montgomery	114,507	17,621	5.3	12.1	25.1	32.6	.0064
Muscatine	312,003	20,372	4.1	11.8	28.9	35.8	.0208
O'Brien	123,151	17,233	6.1	14.2	31.2	26.0	.0077
Osceola	47,255	13,711	8.3	18.5	28.7	16.8	.0030
Page	156,888	16,794	6.3	13.7	26.7	28.6	.0094
Palo Alto	94,606	17,411	5.2	16.1	29.3	28.6	.0057
Plymouth	162,495	17,514	5.4	14.0	29.7	28.0	.0108
Pocahontas	87,081	16,900	6.3	15.4	28.3	28.0	.0051
☐ Pottawattamie	607,857	19,129	4.5	13.4	31.9	31.6	.0376

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Council Bluffs	444,170	19,330	4.4	13.2	31.2	33.0	.026
Poweshiek	178,339	19,343	5.6	13.5	27.6	35.7	.009
Ringgold	45,542	13,389	8.7	17.1	24.6	19.9	.002
Sac	114,418	16,255	5.3	16.0	28.8	25.4	.006
Shelby	101,105	17,144	5.0	15.1	28.2	29.0	.005
Sioux	196,980	17,839	6.3	14.8	29.9	27.9	.012
Story	531,450	18,634	6.1	13.7	27.6	32.7	.032
Tama	161,351	19,368	5.0	11.6	27.7	34.5	.008
Taylor	52,507	12,739	6.7	14.7	27.3	16.0	.002
Union	93,563	14,571	6.8	16.2	26.7	21.9	.006
Van Buren	57,589	13,407	7.2	15.4	23.5	22.2	.003
Wapello	287,594	16,959	4.9	12.8	31.0	24.9	.018
Washington	149,923	19,463	5.7	12.5	28.3	35.1	.009
Wayne	61,514	12,037	7.2	15.4	22.3	17.8	.003
Webster	332,021	18,432	5.4	13.8	30.8	30.2	.022
Winnebago	98,829	15,757	6.9	19.1	30.4	22.2	.005
Winneshiek	156,242	18,307	6.1	15.0	28.2	31.4	.009
Worth	68,554	17,556	5.5	14.6	27.4	28.3	.003
Wright	155,562	19,548	5.5	11.7	25.9	36.7	.008
TOTAL METRO COUNTIES	**9,046,612**	**20,706**	**4.6**	**11.5**	**29.6**	**36.6**	**.5707**
TOTAL STATE	**21,950,997**	**18,779**	**5.3**	**13.0**	**29.0**	**32.0**	**1.3467**

KANSAS

KANS.
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LAWRENCE	**67.9**	**.0306**	**24.0**	**34.6**	**16.4**	**11.5**	**17.2**	**22.9**	**251,175**	**48,885**	**21,990**	**27,828**	**9,306**	**46,510**	**7,228**
Douglas	67.9	.0306	24.0	34.6	16.4	11.5	17.2	22.9	251,175	48,885	21,990	27,828	9,306	46,510	7,228
● Lawrence	54.4	.0246	23.6	39.4	16.3	10.7	15.0	18.3	231,183	45,431	21,225	27,665	9,059	42,395	6,324
SUBURBAN TOTAL	13.5	.0060	29.4	15.7	16.3	14.9	26.0	4.6	19,992	3,454	765	163	247	4,115	904
TOPEKA	**190.5**	**.0859**	**30.4**	**13.5**	**16.4**	**16.3**	**26.3**	**68.8**	**802,849**	**165,020**	**65,058**	**109,355**	**31,855**	**176,435**	**28,495**
Jefferson	14.8	.0067	33.3	9.3	15.8	15.7	31.6	5.1	21,487	4,312	1,340	118	467	4,044	488
Osage	14.8	.0066	36.3	8.6	13.9	15.0	36.3	5.8	34,379	12,250	1,593	215	1,401	8,460	1,032
Shawnee	160.9	.0726	29.8	14.4	16.7	16.5	24.8	57.9	746,983	148,458	62,125	109,022	29,987	163,931	26,975
● Topeka	127.7	.0576	30.4	14.6	16.4	15.6	26.8	49.2	724,702	145,400	60,439	108,882	29,516	162,539	26,91
SUBURBAN TOTAL	62.8	.0283	30.6	11.4	16.4	17.7	25.0	19.6	78,147	19,620	4,619	473	2,339	13,896	1,556
WICHITA	**402.0**	**.1815**	**29.2**	**14.1**	**16.8**	**17.3**	**23.0**	**143.5**	**1,915,139**	**338,743**	**186,458**	**264,847**	**86,885**	**445,063**	**42,631**
Butler	45.1	.0204	32.4	11.7	14.9	17.3	28.9	16.8	144,404	35,345	12,717	4,469	11,045	43,420	3,460
Sedgwick	356.9	.1611	28.9	14.4	16.8	17.3	22.4	126.7	1,770,735	303,398	173,741	260,378	75,840	401,643	39,17
● Wichita	268.4	.1211	29.5	14.9	16.6	16.8	24.1	99.8	1,563,641	256,628	163,272	251,660	68,822	348,096	37,54
SUBURBAN TOTAL	133.6	.0604	28.8	12.3	17.0	18.4	21.0	43.7	351,498	82,115	23,186	13,187	18,063	96,967	5,09
OTHER COUNTIES															
Allen	16.1	.0072	38.6	9.2	11.6	15.0	38.6	6.3	51,060	12,506	7,681	5,540	1,334	6,930	562
Anderson	8.5	.0039	39.4	8.2	11.6	14.3	39.9	3.3	18,667	4,923	1,723	362	1,244	3,241	466
Atchison	19.0	.0085	29.4	18.7	12.9	13.4	29.4	6.7	55,730	12,962	3,633	4,343	1,105	13,319	2,04
Barber	6.2	.0028	39.0	8.0	12.3	17.0	37.5	2.5	21,142	4,492	721	480	842	6,220	1,14
Barton	32.4	.0146	[illegible]	10.3	14.8	17.4	28.7	11.9	163,193	30,141	11,462	22,746	6,951	44,918	2,23
Bourbon	16.5	.0075	39.3	11.1	11.4	14.5	39.7	7.2	60,573	13,875	3,913	5,898	2,300	16,647	1,03
Brown	12.0	.0054	41.6	8.0	11.5	14.2	42.1	5.0	31,782	8,797	1,683	1,602	1,067	8,518	1,04
Chase	3.4	.0015	43.7	8.2	10.6	14.5	43.9	1.2	9,165	1,685	358		120	475	20
Chautauqua	4.8	.0022	48.6	6.3	10.6	14.1	48.6	2.2	8,845	2,189	596	411		2,049	60

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ANS. (cont.)

ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
Cherokee	21.8	.0098	35.8	10.4	14.0	14.6	36.1	8.8	52,734	20,665	4,442	1,007	2,082	40,398	2,205
Cheyenne	4.0	.0018	39.8	7.5	12.0	18.3	37.6	1.6	8,154	2,642	695	92	374	2,278	178
Clark	2.8	.0013	43.0	5.2	12.3	17.2	41.9	1.1	7,304	1,030	136		405	862	238
Clay	10.3	.0046	40.9	8.0	11.4	15.4	40.7	4.2	32,767	5,744	1,920	1,048	1,345	8,615	280
Cloud	13.2	.0060	37.7	12.1	11.6	13.7	38.8	5.1	47,313	9,767	3,181	3,192	2,098	11,107	1,114
Coffey	9.0	.0040	43.9	7.5	10.8	13.6	44.5	3.9	20,503	4,342	1,146	1,470	1,277	5,926	769
Comanche	2.9	.0013	42.9	8.5	11.5	15.1	42.9	1.1	7,243	1,916	312	180	115	1,188	282
Cowley	35.6	.0161	35.0	11.8	13.9	15.6	34.4	13.9	126,211	29,615	8,033	10,976	5,075	28,193	5,874
Crawford	36.9	.0167	34.2	18.1	12.1	12.7	36.4	15.4	127,172	33,266	11,654	19,101	7,684	20,220	2,834
Decatur	5.0	.0022	41.3	7.0	9.8	17.2	40.0	2.0	16,802	3,671	1,315	179	1,000	2,878	277
Dickinson	20.4	.0092	36.2	9.6	12.8	15.4	36.1	8.1	63,095	14,233	3,385	3,909	1,016	12,949	1,374
Doniphan	9.4	.0043	33.9	12.4	12.5	14.7	34.0	3.4	24,030	5,575	1,204	228	337	1,718	250
Edwards	4.4	.0020	39.8	6.7	12.2	14.9	39.9	1.8	13,585	2,997	1,465	577	597	4,156	218
Elk	3.8	.0017	50.3	6.4	9.4	13.4	50.6	1.7	5,660	1,099	323	47	31	1,852	325
Ellis	27.4	.0124	24.2	25.7	13.6	13.3	20.3	9.1	151,288	28,848	14,258	16,508	9,144	35,174	3,658
Ellsworth	6.0	.0027	42.7	7.1	11.2	15.2	42.6	2.4	18,858	5,308	1,400	477	525	2,748	296
Finney	25.3	.0114	26.6	12.6	16.1	15.8	20.8	8.5	140,223	28,667	8,190	17,145	7,219	38,500	1,464
Ford	24.7	.0112	29.7	13.5	15.7	15.4	26.2	9.0	132,001	25,587	10,737	18,156	8,587	27,455	1,293
Franklin	21.5	.0097	33.4	12.6	14.3	14.2	33.5	8.5	71,071	17,370	4,106	4,220	2,068	12,295	2,407
Geary	31.0	.0139	22.0	26.8	13.6	11.0	13.8	10.7	96,805	18,142	10,423	15,662	5,646	21,446	943
Gove	4.0	.0019	33.6	7.8	13.5	16.4	31.8	1.2	15,148	1,472	1,810	1,769	813	2,557	490
Graham	4.5	.0020	33.8	8.2	14.6	17.0	31.2	1.7	16,480	3,557	483	43	327	4,960	490
Grant	7.4	.0033	27.3	10.6	17.5	16.8	19.8	2.3	32,160	6,737	1,779	3,488	949	10,252	702
Gray	5.1	.0023	31.8	8.8	14.8	15.7	29.6	2.0	19,485	5,911	506	147	424	6,302	1,092
Greeley	2.1	.0010	32.8	7.0	14.6	17.3	29.6	.7	3,743	804	270			508	
Greenwood	9.4	.0042	43.1	7.6	11.3	15.1	43.0	4.1	24,001	5,823	1,296	869	509	4,420	631
Hamilton	3.1	.0014	35.5	7.7	13.3	17.9	32.8	1.2	9,136	1,881	569	520	250	3,445	503
Harper	8.3	.0038	43.1	7.1	11.6	16.0	42.7	3.4	24,967	4,228	1,999	1,844	1,364	6,858	1,215
Harvey	30.0	.0135	32.4	12.9	15.1	15.6	30.4	10.8	100,028	23,333	8,140	5,821	2,321	16,936	2,919
Haskell	4.6	.0021	27.8	11.0	16.4	17.8	20.4	1.6	5,936	2,062	474			104	723
Hodgeman	2.3	.0010	35.8	7.7	12.0	18.1	32.9	.9	2,887	704	335	46	39	374	48
Jackson	12.0	.0054	35.4	8.6	13.9	14.9	35.5	4.9	43,874	7,478	1,703	1,075	678	18,449	887
Jewell	5.8	.0026	43.7	6.7	10.3	15.6	43.4	2.4	7,468	1,448	957	258	224	1,558	123
☐ Johnson	264.6	.1194	29.9	10.9	19.7	20.1	19.9	87.5	1,529,695	206,622	114,176	306,163	89,954	342,108	33,842
Overland Park	87.7	.0396	29.1	9.7	22.2	22.1	14.8	28.4	721,169	66,798	45,716	219,448	23,556	173,519	14,077
Kearny	3.8	.0018	30.0	9.7	14.5	17.5	25.3	1.1	7,337	2,437	489		231	1,562	613
Kingman	9.4	.0042	37.6	7.8	11.5	16.6	36.2	3.9	24,108	7,670	1,780	999	1,011	6,601	575
Kiowa	4.5	.0020	39.9	7.8	11.0	18.0	38.0	1.9	13,566	2,689	1,775	615	666	2,912	410
Labette	26.4	.0119	35.9	10.7	12.9	14.3	36.5	10.6	87,096	21,815	4,474	6,244	3,340	21,394	3,859
Lane	2.7	.0013	35.6	7.7	13.5	17.7	33.0	1.1	6,212	2,073	384	115	165	1,497	30
Leavenworth	59.3	.0267	30.5	13.6	17.2	19.0	23.2	17.7	138,190	33,133	9,616	17,315	7,141	30,218	3,594
Lincoln	4.1	.0019	45.8	6.0	10.1	15.9	45.6	1.8	12,126	3,182	553	890	585	2,664	193
Linn	9.0	.0040	42.9	7.5	11.4	14.3	43.2	3.7	18,873	5,767	1,102	183	419	6,233	601
Logan	3.5	.0016	33.3	9.2	14.3	17.0	30.6	1.4	15,234	4,408	538	1,334	376	3,734	403
Lyon	35.1	.0159	25.1	26.5	13.4	14.3	25.5	13.3	131,025	24,388	13,393	21,486	6,530	28,564	2,853
McPherson	26.4	.0119	33.8	14.5	13.4	15.4	32.9	9.8	87,996	21,648	8,621	4,554	3,339	16,664	2,027
Marion	14.0	.0063	39.8	9.9	11.7	15.2	39.7	5.3	38,794	9,492	2,322	935	1,908	8,187	859
Marshall	13.6	.0061	41.8	6.9	10.3	14.4	42.1	5.6	46,121	8,806	1,810	1,806	7,011	9,422	2,289
Meade	5.1	.0023	36.2	7.7	13.2	18.5	33.0	1.9	9,433	2,739	363	184	405	3,006	169
Miami	22.3	.0101	34.9	8.9	13.9	15.8	34.1	7.8	58,097	18,298	2,847	2,176	2,497	12,122	1,409
Mitchell	7.9	.0036	39.0	9.0	11.6	14.3	39.5	3.3	36,910	5,253	2,310	2,171	1,579	10,915	520
Montgomery	41.1	.0185	37.4	10.3	12.9	15.2	37.2	17.0	177,566	39,850	9,386	18,260	6,417	40,913	5,371
Morris	6.9	.0031	42.3	7.4	11.3	14.9	42.3	2.9	16,382	3,448	1,260	652	527	4,491	99
Morton	3.4	.0016	30.0	9.9	17.8	17.9	23.1	1.3	10,182	3,321	414	140	228	4,137	84
Nemaha	11.2	.0050	37.8	7.1	11.4	15.2	37.6	3.8	27,582	7,110	1,495	1,261	1,065	7,055	681
Neosho	18.3	.0083	36.2	9.8	13.4	14.4	36.8	7.3	81,454	14,966	6,577	9,147	4,151	23,330	1,634
Ness	4.8	.0021	39.6	6.7	12.0	16.5	38.6	2.1	11,043	2,890	837	57	224	3,428	199
Norton	6.5	.0030	39.3	7.9	13.3	15.4	39.0	2.7	24,154	4,766	1,453	1,615	1,474	5,669	453
Osborne	6.5	.0030	44.7	6.5	9.9	15.5	44.5	2.9	16,569	3,015	922	254	688	2,394	280
Ottawa	6.4	.0029	40.8	7.6	12.5	15.2	40.7	2.8	15,736	3,085	821	374	379	6,338	268
Pawnee	7.8	.0035	38.3	8.7	12.9	15.9	37.6	3.0	30,623	6,982	2,411	6,162	1,185	6,203	618
Phillips	8.0	.0036	38.4	8.3	12.8	15.8	37.8	3.2	23,678	6,685	1,425	600	1,591	5,319	723
Pottawatomie	14.5	.0065	34.1	10.0	13.2	14.4	34.4	5.5	31,759	8,629	2,213	677	1,046	7,524	1,300
Pratt	9.7	.0044	37.0	10.3	12.9	15.9	36.2	3.9	47,278	11,848	3,118	5,093	1,990	9,485	1,054
Rawlins	4.2	.0019	37.8	7.5	11.3	17.1	36.1	1.5	8,244	1,872	348	431	304	2,386	336
Reno	66.8	.0302	31.9	12.7	15.3	15.8	29.5	25.2	293,832	64,521	24,282	35,514	14,592	52,282	10,034
Republic	7.8	.0035	44.5	6.6	11.2	15.5	44.3	3.4	17,108	5,154	1,608	896	886	2,545	1,064
Rice	12.4	.0056	37.0	11.1	12.3	14.9	37.1	4.9	29,101	7,415	2,068	793	807	5,402	1,234
Riley	67.0	.0302	23.0	40.4	16.0	9.6	13.0	19.2	194,465	37,308	26,394	30,106	11,721	29,195	2,760
Rooks	7.5	.0034	36.6	9.1	11.8	15.4	36.3	2.9	17,955	4,496	1,162	238	836	1,597	619
Rush	4.9	.0022	42.5	7.4	10.4	17.5	41.2	2.0	10,454	1,607	848	76	358	1,099	304
Russell	9.2	.0042	39.5	8.1	12.1	17.1	38.0	3.7	32,860	7,269	2,331	1,971	1,015	11,069	650
Saline	49.2	.0222	30.0	12.9	17.0	16.1	25.5	17.8	253,383	51,082	20,898	31,540	13,178	61,397	4,252
Scott	6.1	.0027	30.0	9.3	16.5	16.1	26.7	2.3	25,820	5,432	1,627	3,081	1,793	5,050	743
Seward	18.0	.0081	28.5	12.5	16.9	17.8	21.1	6.6	108,259	22,251	7,362	12,233	6,552	26,275	1,628
Sheridan	3.8	.0017	33.7	7.9	12.0	17.4	31.0	1.1	7,474	1,758	243	298	364	852	293
Sherman	7.7	.0035	30.2	12.8	14.6	16.1	26.9	2.9	39,848	7,497	2,827	2,639	1,832	9,422	1,421
Smith	6.1	.0028	43.7	6.5	11.1	16.0	43.3	2.5	19,633	7,480	740	1,241	271	4,043	418
Stafford	6.4	.0029	45.8	5.5	10.5	15.7	45.7	2.7	15,473	4,381	903	347	370	3,015	552
Stanton	2.7	.0012	29.1	9.0	17.3	18.6	21.2	.7	4,704	1,813	186		65	376	72

KANS. (cont.)

S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Stevens	4.9	.0022	31.0	9.8	15.4	17.2	26.6	1.7	14,897	4,628	596	735	121	2,465	61
Sumner	25.1	.0113	36.0	9.4	12.9	16.0	35.1	9.7	56,727	15,062	4,500	3,960	3,436	10,517	2,73
Thomas	8.8	.0040	31.2	13.6	14.1	15.5	29.1	3.3	43,785	10,402	3,729	2,462	1,262	8,815	91
Trego	4.5	.0020	38.5	7.1	11.5	16.7	37.2	1.7	15,762	3,224	1,128	356	66	1,817	64
Wabaunsee	6.8	.0031	39.1	8.2	12.6	15.0	39.1	2.8	9,086	1,253	1,726	46	261	387	10
Wallace	2.0	.0009	31.5	9.1	14.1	15.8	29.3	.9	7,163	2,487	43		46	1,475	28
Washington	9.0	.0040	43.1	7.1	10.7	14.5	43.4	3.8	18,890	4,741	1,403	795	1,331	1,509	16
Wichita	3.2	.0015	27.9	10.3	16.7	15.9	22.4	.9	11,284	2,365	607	101	198	5,366	66
Wilson	12.3	.0055	41.1	8.4	11.1	14.8	41.2	5.1	25,580	8,631	1,180	1,405	629	4,169	1,246
Woodson	4.5	.0021	45.8	6.9	9.9	14.8	45.8	1.8	10,686	2,340	728	125	20	3,300	
☐ Wyandotte	179.9	.0812	29.9	13.1	16.2	16.0	25.8	65.3	727,014	169,379	57,535	101,381	21,109	182,735	14,899
Kansas City	168.5	.0760	30.0	13.2	16.3	15.6	26.3	62.0	692,835	161,141	56,208	100,718	21,008	167,190	12,578
TOTAL METRO COUNTIES	**1,104.9**	**.4986**	**29.3**	**14.3**	**17.3**	**17.2**	**23.0**	**388.0**	**5,225,872**	**928,649**	**445,217**	**809,574**	**239,109**	**1,192,851**	**127,095**
TOTAL STATE	**2,390.9**	**1.0790**	**30.9**	**13.8**	**15.4**	**16.9**	**27.7**	**871.5**	**9,651,758**	**1,923,003**	**779,829**	**1,217,698**	**439,258**	**2,169,655**	**238,617**

KANS.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
LAWRENCE	**434,236**	**15,645**	**6.6**	**15.8**	**29.2**	**22.9**	**.0279**
Douglas	434,236	15,645	6.6	15.8	29.2	22.9	.0279
● Lawrence	351,411	15,426	6.8	15.5	28.3	23.1	.0236
SUBURBAN TOTAL	82,825	16,471	5.8	17.1	32.6	22.3	.0043
TOPEKA	**1,427,379**	**18,393**	**5.3**	**14.5**	**31.2**	**29.7**	**.0883**
Jefferson	79,918	13,788	6.7	18.1	31.9	14.1	.0046
Osage	91,866	13,650	6.6	16.4	29.0	16.3	.0052
Shawnee	1,255,595	19,357	5.0	13.9	31.4	32.5	.0785
● Topeka	1,045,601	18,872	5.4	14.2	30.6	31.4	.0683
SUBURBAN TOTAL	381,778	17,362	5.1	14.9	33.0	25.4	.0200
WICHITA	**3,326,179**	**20,473**	**4.3**	**12.2**	**31.0**	**36.4**	**.2037**
Butler	345,405	18,727	4.3	12.9	34.2	28.9	.0197
Sedgwick	2,980,774	20,734	4.3	12.1	30.6	37.3	.1840
● Wichita	2,310,875	20,379	4.6	12.4	29.6	36.7	.1485
SUBURBAN TOTAL	1,015,304	20,652	3.7	11.7	34.3	35.4	.0552
OTHER COUNTIES							
Allen	101,000	13,558	7.3	16.4	27.2	17.8	.0063
Anderson	47,199	12,238	8.2	18.0	26.9	12.8	.0028
Atchison	123,428	15,286	6.7	15.7	27.4	23.4	.0075
Barber	53,656	18,698	4.1	12.3	34.9	29.6	.0028
Barton	259,924	19,313	4.7	12.4	35.4	29.6	.0165
Bourbon	104,615	11,424	7.3	18.6	23.7	12.8	.0069
Brown	72,105	11,756	7.4	17.5	25.2	13.6	.0042
Chase	14,978	10,262	12.1	22.6	17.4	11.4	.0010
Chautauqua	32,679	11,714	5.7	18.2	24.1	13.5	.0018
Cherokee	130,415	12,483	6.6	16.9	25.8	15.6	.0078
Cheyenne	28,061	15,210	7.6	20.4	31.4	19.4	.0015
Clark	16,780	12,625	8.5	23.4	23.5	14.6	.0010
Clay	73,585	14,882	6.1	17.9	30.0	19.6	.0043
Cloud	93,207	15,097	5.7	16.3	26.9	23.4	.0057
Coffey	57,445	11,420	7.9	18.7	21.2	15.7	.0033
Comanche	13,655	9,866	10.9	22.5	18.3	8.4	.0009
Cowley	249,518	15,851	6.2	16.4	31.6	21.4	.0151
Crawford	233,541	12,210	7.6	16.9	25.6	14.9	.0149

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Decatur	34,794	14,521	5.7	17.0	28.5	19.8	.0021
Dickinson	142,342	14,034	7.7	18.8	28.5	18.0	.0084
Doniphan	51,830	13,136	7.1	17.4	28.6	15.1	.0033
Edwards	36,842	18,603	6.1	14.6	31.0	29.6	.0021
Elk	24,029	10,568	10.1	19.2	19.6	13.7	.0013
Ellis	235,665	21,829	5.2	12.9	23.8	42.6	.0149
Ellsworth	42,845	15,524	6.7	17.5	29.3	22.4	.0024
Finney	192,657	20,015	3.9	11.7	32.8	33.9	.0131
Ford	176,909	17,072	5.4	16.0	35.0	23.5	.0120
Franklin	168,695	16,509	5.9	15.5	24.8	29.5	.0096
Geary	197,945	13,745	9.2	21.4	28.4	16.7	.0121
Gove	25,547	15,950	7.3	16.5	25.4	27.7	.0017
Graham	37,529	17,308	5.5	17.8	29.0	29.3	.0022
Grant	56,943	21,774	2.2	11.2	35.7	39.9	.0036
Gray	35,073	14,243	7.3	19.1	29.4	18.0	.0020
Greeley	10,296	12,406	8.0	22.4	24.5	14.5	.0008
Greenwood	62,638	12,470	7.2	19.4	24.9	15.0	.0036
Hamilton	15,990	12,036	7.0	21.4	27.4	8.6	.0011
Harper	69,668	17,228	6.5	14.6	26.4	29.6	.0036
Harvey	191,646	15,760	6.7	17.8	33.8	19.1	.0121
Haskell	23,793	12,894	9.4	26.9	27.1	12.2	.0013
Hodgeman	16,832	12,421	5.4	19.7	19.2	20.5	.0008
Jackson	78,442	13,729	5.9	16.9	27.8	17.8	.0050
Jewell	32,573	12,098	8.6	21.1	26.1	11.0	.0018
☐ Johnson	2,758,673	27,760	2.1	7.3	25.1	58.4	.1608
Overland Park	913,271	29,704	1.4	6.1	23.3	64.6	.0605
Kearny	22,528	18,421	5.2	16.5	30.9	31.0	.0012
Kingman	64,410	14,557	6.8	16.2	30.2	18.2	.0037
Kiowa	37,392	17,318	5.2	15.1	35.9	22.8	.0021
Labette	175,498	14,338	6.7	15.5	28.8	19.0	.0106
Lane	22,411	15,175	7.2	15.5	26.7	23.9	.0012
Leavenworth	360,736	17,549	4.5	14.6	32.4	26.1	.0211
Lincoln	36,898	16,846	6.7	19.1	25.9	28.8	.0020
Linn	59,186	12,919	7.2	15.1	24.5	19.2	.0033
Logan	27,616	16,667	5.9	16.8	27.0	29.6	.0016

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The Wichita Eagle and Wichita Beacon

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ANS. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Lyon	283,050	16,739	6.0	14.3	25.4	29.5	.0164
McPherson	179,898	16,078	5.9	17.7	33.2	20.3	.0109
Marion	95,273	15,227	7.4	16.1	28.7	22.1	.0056
Marshall	103,761	13,711	8.1	18.1	23.7	21.8	.0060
Meade	40,972	18,109	6.9	11.5	25.9	30.4	.0020
Miami	157,888	17,722	5.3	13.7	26.6	30.7	.0088
Mitchell	60,920	15,262	5.8	17.2	26.1	24.8	.0039
Montgomery	290,955	14,560	6.2	14.7	27.4	21.3	.0187
Morris	42,391	10,530	8.8	17.1	23.5	11.5	.0024
Morton	27,213	17,830	6.8	14.3	30.2	30.0	.0016
Nemaha	67,299	13,431	7.4	16.7	26.0	19.2	.0039
Neosho	125,379	14,606	7.6	15.3	26.3	22.6	.0084
Ness	30,442	12,551	6.7	18.5	26.0	15.0	.0016
Norton	55,722	17,448	5.4	14.9	27.8	30.2	.0033
Osborne	55,766	14,963	7.3	17.9	26.2	23.7	.0029
Ottawa	51,840	15,009	6.7	19.7	26.8	23.2	.0027
Pawnee	63,234	17,412	6.3	15.3	27.8	29.2	.0038
Phillips	48,615	12,398	6.5	15.2	27.1	14.9	.0030
Pottawatomie	79,478	11,831	9.6	19.6	26.7	12.3	.0047
Pratt	78,892	18,405	4.9	14.1	29.9	29.9	.0050
Rawlins	22,949	12,982	8.9	18.3	27.7	14.7	.0014
Reno	471,915	16,391	5.6	16.8	33.1	22.3	.0305
Republic	59,378	13,413	7.1	15.3	25.9	20.0	.0031
Rice	86,536	15,917	5.7	15.0	33.6	20.0	.0048
Riley	393,769	13,610	8.4	20.3	27.0	18.1	.0248
Rooks	51,559	15,269	6.1	16.7	28.6	22.3	.0029
Rush	37,466	15,183	7.1	18.8	24.7	25.8	.0019
Russell	73,026	17,222	5.5	15.7	29.6	27.2	.0041
Saline	358,443	17,363	5.4	14.1	28.9	28.7	.0242
Scott	53,299	20,296	3.9	[illegible]	33.1	34.1	.0031
Seward	156,859	21,251	3.7	10.0	30.2	40.8	.0103
Sheridan	21,817	16,500	4.0	12.5	23.5	30.1	.0012
Sherman	57,401	16,815	4.9	15.2	29.7	26.0	.0038
Smith	46,081	14,685	6.1	16.0	25.0	23.9	.0027
Stafford	52,404	16,797	6.6	15.7	29.5	25.7	.0027
Stanton	14,698	17,793	3.1	15.1	33.0	27.2	.0009
Stevens	46,211	22,300	3.1	12.8	30.4	41.2	.0023
Sumner	165,989	15,228	7.0	15.9	31.3	19.5	.0094
Thomas	78,371	20,321	4.7	13.9	28.5	37.4	.0047
Trego	30,889	15,900	5.6	18.4	29.1	23.9	.0018
Wabaunsee	42,628	12,898	5.6	17.5	29.1	12.7	.0022
Wallace	12,551	12,731	11.8	27.8	28.4	8.9	.0009
Washington	59,756	12,442	8.2	17.9	22.1	18.9	.0033
Wichita	19,481	17,833	5.9	11.9	29.4	31.3	.0013
Wilson	74,489	12,552	7.4	17.3	27.1	13.9	.0043
Woodson	24,301	9,902	9.2	15.3	23.5	10.8	.0014
☐ Wyandotte	1,363,519	19,536	4.6	12.5	31.4	32.6	.0831
Kansas City	1,283,761	19,337	4.7	12.7	31.0	32.2	.0783
TOTAL METRO COUNTIES	**9,309,986**	**21,168**	**4.2**	**11.7**	**29.7**	**38.6**	**.5638**
TOTAL STATE	**18,235,029**	**17,829**	**5.4**	**14.3**	**29.1**	**29.7**	**1.1054**

KENTUCKY

KY.
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CLARKSVILLE - HOPKINSVILLE	**159.6**	**.0720**	**23.9**	**23.1**	**14.1**	**13.6**	**18.8**	**46.7**	**531,812**	**95,069**	**36,268**	**77,072**	**29,026**	**142,749**	**12,857**
Christian	75.0	.0338	23.6	23.6	13.4	12.5	19.3	21.4	223,648	43,938	13,412	30,029	11,695	52,963	5,772
• Hopkinsville	27.2	.0123	[illegible]	9.7	14.6	15.1	25.6	[illegible]	166,983	37,137	10,135	8,747	11,046	45,647	5,244
Montgomery, Tenn.	*84.6*	*.0382*	*24.3*	*22.6*	*14.7*	*14.6*	*18.4*	*25.3*	*308,164*	*51,131*	*22,856*	*47,043*	*17,331*	*89,786*	*7,085*
• *Clarksville*	*57.8*	*.0261*	*23.8*	*28.3*	[illegible]	*13.9*	*15.4*	*16.6*	*299,935*	*48,319*	*22,607*	*46,614*	*14,827*	*88,909*	*6,903*
SUBURBAN TOTAL	74.5	.0336	23.4	23.9	12.6	12.8	19.1	20.4	64,894	9,613	3,526	21,711	3,153	8,193	710
HUNTINGTON - ASHLAND	**302.0**	**.1362**	**31.4**	**12.2**	**16.0**	**17.4**	**26.9**	**106.7**	**1,124,433**	**268,349**	**70,343**	**161,004**	**65,754**	**212,285**	**36,564**
Boyd	54.9	.0247	31.8	11.4	16.1	17.9	26.9	[illegible]	264,438	50,898	13,607	58,611	15,605	49,960	7,403
• Ashland	29.4	.0133	35.3	9.8	14.3	18.3	32.0	10.9	[illegible]	45,405	12,068	55,772	13,670	47,414	6,758
Greenup	36.9	.0166	29.6	11.2	17.9	18.3	22.2	13.9	72,853	27,241	3,998	3,623	3,001	14,759	1,541
Lawrence, Ohio	*63.6*	*.0287*	*30.7*	*11.1*	*16.3*	*17.2*	*25.7*	*22.1*	*196,884*	*49,827*	*9,824*	*22,355*	*14,322*	*41,344*	*6,222*
Cabell, W. Va.	*104.4*	*.0471*	*32.5*	*14.3*	*15.0*	*16.6*	*29.6*	*39.1*	*496,829*	*112,507*	*38,727*	*73,363*	*28,438*	*90,632*	*18,686*
• *Huntington*	*70.3*	*.0318*	*34.2*	*15.5*	*13.2*	*16.2*	*32.7*	*27.9*	*374,101*	*78,374*	*30,095*	*55,022*	*24,891*	*73,427*	*14,962*
Wayne, W. Va.	*42.2*	*.0191*	*31.1*	*11.2*	*16.3*	*17.8*	*25.8*	*14.5*	*93,429*	*27,876*	*4,189*	*3,052*	*4,388*	*15,590*	*2,712*
SUBURBAN TOTAL	202.1	.0911	30.2	11.5	17.2	17.6	24.1	67.9	512,329	144,570	28,182	50,210	27,293	91,444	14,844
LEXINGTON-FAYETTE	**309.0**	**.1395**	**28.0**	**17.1**	**18.2**	**15.7**	**21.5**	**105.8**	**1,478,810**	**303,129**	**120,421**	**233,305**	**66,459**	**293,999**	**40,130**
Bourbon	20.3	.0092	32.2	11.3	15.9	16.8	28.8	7.2	50,337	18,182	3,390	2,097	1,087	11,345	2,032
Clark	28.1	.0127	29.9	12.7	17.5	16.7	24.3	9.6	122,655	27,714	11,176	11,825	3,720	31,736	4,009
Fayette	197.0	.0889	27.3	18.7	18.8	15.7	19.9	67.2	1,160,927	208,528	93,933	213,935	57,552	228,704	28,449
■ Lexington-Fayette	197.0	.0889	27.3	18.7	18.8	15.7	19.9	67.2	1,160,927	208,528	93,933	213,935	57,552	228,704	28,449

THE BLUE GRASS: A THOROUGHBRED MARKET

World renowned for champion thoroughbreds, the Blue Grass region of central Kentucky has also burgeoned into a thoroughbred market. The figures tell the story: a vast, lucrative, virtually untapped market...available only through the Lexington Herald-Leader.

	1975	1978	1983	% Change
EBI	$1.4 billion	$1.9 billion	$3.3 billion	131%
EBI/HH	$14,712	$18,983	$28,783	96%
Retail Sales	$848 million	$1.2 billion	$2.0 billion	134%
RS/HH	$8,715	$11,780	$17,267	98%
Population	294,700	305,400	324,400	10%

Source: S & MM 1979 Survey of Buying Power

THE LEXINGTON HERALD-LEADER COMPANY
"Overlook the Blue Grass and You've Overlooked Kentucky"

KY. (cont.)
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Jessamine	25.5	.0116	26.2	18.0	17.3	14.2	20.5	8.7	66,253	25,568	2,769	2,020	1,852	11,414	2,16
Scott	20.6	.0093	29.0	15.7	16.5	15.1	25.0	7.1	42,498	11,630	5,051	2,209	1,215	7,174	1,85
Woodford	17.5	.0079	29.5	12.2	18.8	16.1	23.6	6.0	36,140	11,507	4,102	1,219	1,033	3,626	1,62
SUBURBAN TOTAL	112.0	.0506	29.2	14.1	17.3	15.7	24.2	38.6	317,883	94,601	26,488	19,370	8,907	65,295	11,68
LOUISVILLE	**893.4**	**.4032**	**29.6**	**12.7**	**17.0**	**17.2**	**23.6**	**310.1**	**3,698,503**	**811,457**	**358,805**	**508,064**	**200,940**	**743,718**	**123,37**
Bullitt	41.2	.0185	26.6	12.2	20.6	15.9	16.9	12.5	46,915	9,147	2,971	652	2,344	6,296	1,48
Jefferson	679.1	.3065	29.9	12.8	16.7	17.4	24.0	238.9	3,017,585	681,132	307,842	415,446	172,905	584,618	102,13
• Louisville	310.3	.1400	32.2	13.5	14.4	16.0	30.1	119.6	1,185,971	311,452	152,174	106,989	68,205	194,309	48,05
Oldham	25.6	.0116	28.8	14.3	18.6	15.7	22.8	7.6	65,457	11,637	2,306	642	2,275	29,396	1,87
Clark, Ind.	*88.5*	*.0399*	*28.6*	*13.2*	*17.7*	*17.0*	*21.6*	*30.2*	*388,851*	*59,199*	*30,528*	*85,479*	*10,938*	*86,662*	*11,29*
Floyd, Ind.	*59.0*	*.0267*	*31.2*	*11.7*	*15.5*	*16.9*	*27.1*	*20.9*	*179,695*	*50,342*	*15,158*	*5,845*	*12,478*	*36,746*	*6,58*
SUBURBAN TOTAL	583.1	.2632	28.5	12.3	18.3	17.9	20.2	190.5	2,512,532	500,005	206,631	401,075	132,735	549,409	75,31
OWENSBORO	**84.0**	**.0379**	**29.3**	**12.2**	**17.0**	**16.9**	**23.4**	**27.6**	**391,507**	**76,380**	**28,065**	**52,460**	**22,060**	**86,511**	**11,903**
Daviess	84.0	.0379	29.3	12.2	17.0	16.9	23.4	27.6	391,507	76,380	28,065	52,460	22,060	86,511	11,903
• Owensboro	56.[illegible]	.0250	29.9	12.9	17.0	16.8	24.5	19.0	372,421	68,962	26,799	52,445	22,060	84,757	11,21
SUBURBAN TOTAL	28.7	.0129	28.1	10.9	16.7	16.9	21.6	8.6	19,086	7,418	1,266	15		1,754	69
OTHER COUNTIES															
Adair	14.5	.0065	34.1	11.5	14.3	15.6	33.0	5.2	32,748	10,928	1,155	1,026	870	8,593	848
Allen	13.5	.0061	35.4	9.7	15.1	16.3	34.2	4.9	33,307	12,795	1,015	1,915	579	4,463	1,454
Anderson	11.7	.0053	32.0	11.1	16.9	15.7	29.2	4.3	29,194	8,126	1,135	1,722	572	7,803	1,092
Ballard	9.0	.0040	37.0	8.9	14.7	15.1	37.0	3.7	30,355	8,688	1,086	75	243	10,147	554
Barren	31.3	.0142	33.3	10.2	15.5	16.9	30.5	11.0	128,105	28,287	8,952	9,772	8,892	23,929	4,560
Bath	9.3	.0042	32.1	11.5	15.3	14.9	30.7	[illegible]	13,725	3,304	493	585	1,321	3,729	457
Bell	33.5	.0151	29.9	11.2	14.0	15.4	27.4	10.9	146,722	39,756	5,665	11,388	7,744	28,948	7,199
☐ Boone	41.9	.0189	27.9	11.5	19.5	17.7	18.4	12.7	341,783	59,731	27,018	77,503	4,417	40,081	6,449
Boyle	24.4	.0110	32.1	12.4	15.2	17.0	28.7	8.5	93,494	21,636	6,141	15,030	3,199	19,670	2,924
Bracken	7.6	.0035	34.6	9.8	13.4	15.1	34.5	2.8	13,927	3,503	734	590	491	4,097	540
Breathitt	17.0	.0076	27.4	11.3	13.4	13.9	25.9	5.0	35,746	7,703	1,106	3,866	1,750	10,099	735
Breckinridge	16.2	.0074	32.5	10.6	14.2	15.0	31.4	5.6	43,190	18,706	1,463	1,096	936	7,074	1,793
Butler	10.8	.0049	32.6	10.9	14.9	14.0	32.5	3.9	28,182	7,453	1,456	112	440	9,322	1,106
Caldwell	13.6	.0062	35.7	10.2	13.7	15.9	35.0	5.1	58,022	11,541	2,597	3,014	2,482	20,279	1,861
Calloway	30.2	.0136	28.6	25.2	15.0	12.5	27.9	11.2	120,832	24,761	8,443	6,924	4,961	38,623	2,920
☐ Campbell	84.2	.0380	30.8	11.9	15.0	16.2	27.5	27.4	240,182	68,446	26,157	19,872	8,440	44,822	11,925
Carlisle	6.4	.0029	38.5	8.4	14.1	16.3	37.5	2.5	16,351	4,139	402	870	126	3,229	448
Carroll	8.7	.0039	32.0	11.2	15.9	16.0	29.3	3.3	22,718	5,664	1,826	806	879	5,378	925
Carter	24.3	.0110	29.3	11.5	16.1	15.0	25.9	8.1	76,308	22,014	2,152	5,882	5,793	11,440	2,478
Casey	14.6	.0066	32.5	10.6	14.1	16.0	30.4	4.9	25,437	11,028	1,092	1,224	994	3,670	528
Clay	22.4	.0101	26.4	11.2	14.7	14.2	23.2	6.3	73,548	25,478	1,776	3,407	4,898	21,632	2,158
Clinton	8.6	.0039	32.9	10.6	15.4	15.2	31.5	2.8	19,841	6,785	1,082	1,027	934	3,863	946
Crittenden	9.5	.0043	36.7	9.4	14.9	14.1	37.4	3.8	23,289	9,872	713	682	685	5,846	539
Cumberland	7.0	.0031	36.6	9.2	13.8	17.2	34.7	2.4	17,536	6,011	360	563	339	4,869	678
Edmonson	9.5	.0043	30.6	12.0	16.0	15.4	27.6	3.2	11,284	3,127	551	572	575	1,984	802
Elliott	6.6	.0030	30.3	12.4	15.4	14.6	28.1	2.0	6,325	2,738	23	223	303	402	948
Estill	13.5	.0061	31.1	11.2	15.9	14.7	29.1	4.8	40,776	10,222	2,695	4,045	761	11,252	2,266
Fleming	11.7	.0053	33.8	11.0	14.6	15.9	32.4	4.2	36,550	10,138	1,552	1,473	2,454	13,500	1,911
Floyd	44.6	.0201	28.9	11.2	14.1	15.9	25.5	14.1	183,049	34,856	4,931	10,724	6,259	74,390	5,660
Franklin	40.4	.0182	30.7	13.3	17.0	17.4	25.3	14.3	153,379	43,452	13,959	10,415	5,857	22,114	5,865
Fulton	8.9	.0041	36.0	9.4	13.4	14.9	36.1	3.5	46,861	13,795	1,639	5,370	2,418	7,034	866
Gallatin	4.7	.0021	31.6	11.3	16.8	15.9	28.4	1.6	12,014	3,906	1,296	73	210	266	371
Garrard	9.7	.0044	33.9	10.3	16.7	17.0	31.2	3.5	22,728	4,353	1,175	636	936	2,481	1,130
Grant	12.7	.0057	32.1	10.1	16.7	14.7	30.4	4.9	39,253	4,764	4,334	473	1,313	10,757	1,003
Graves	33.6	.0152	35.7	9.7	14.9	15.3	35.4	12.8	111,023	25,029	4,170	5,509	7,129	31,819	5,168
Grayson	20.2	.0091	32.4	10.7	13.8	14.7	31.7	7.1	52,456	13,897	1,711	2,082	3,278	10,568	1,876
Green	10.7	.0048	34.7	11.0	15.0	16.7	32.8	4.0	24,901	8,680	1,662	1,847	978	4,451	981
Hancock	7.3	.0033	29.6	11.8	17.0	15.8	25.0	2.5	9,829	4,572	162			2,103	89
Hardin	78.4	.0354	22.4	28.4	12.9	13.1	13.4	20.5	289,786	49,138	23,950	16,728	11,658	76,821	5,527
Harlan	41.6	.0188	29.9	10.9	12.0	15.2	28.6	13.8	142,984	61,037	5,413	13,644	12,897	13,772	3,830
Harrison	14.7	.0066	34.3	9.4	15.0	15.7	33.2	5.6	40,272	9,369	2,567	4,177	2,572	6,079	2,394
Hart	15.8	.0072	33.2	10.6	14.8	15.9	31.4	5.7	39,258	10,805	591	1,791	1,568	9,389	1,230
☐ Henderson	39.6	.0178	31.0	11.4	16.3	16.7	26.7	13.7	169,434	33,410	10,059	9,981	9,397	44,296	4,234

OWENSBORO, KENTUCKY

Messenger-Inquirer

The Nation's #1 Morning Newspaper
in Metro Area Penetration*

*1978-79 SRDS Newspaper Circulation Analysis and CIRCULATION '79/'80

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KENTUCKY

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We Serve Kentucky's 3rd Metro Market—and More!

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ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
Henry	11.6	.0053	34.1	10.5	15.3	15.9	32.7	4.5	30,137	10,545	1,472	2,725	1,399	7,770	1,674
Hickman	6.2	.0028	37.5	9.7	13.9	15.1	37.4	2.1	10,147	3,067	100	119	190	3,863	476
Hopkins	46.7	.0210	32.7	10.4	15.0	15.5	31.1	17.0	172,843	44,692	6,872	17,784	6,167	39,211	5,830
Jackson	10.5	.0048	30.1	10.8	14.2	14.9	28.1	3.2	16,818	6,403	595	760	412	3,702	1,288
Johnson	23.7	.0107	31.4	11.1	14.3	15.3	29.6	7.9	94,519	19,723	4,060	4,419	8,673	20,378	3,716
Kenton	132.5	.0598	30.4	11.9	15.7	16.3	26.4	44.1	437,970	128,912	41,721	34,600	21,073	70,267	26,758
Covington	44.3	.0200	32.2	12.6	13.7	15.1	31.1	16.4	234,251	53,768	22,245	11,589	11,871	63,811	9,656
Knott	18.5	.0083	27.5	12.1	13.9	14.6	24.9	5.3	23,911	8,886	264	2,269	201	1,706	436
Knox	29.4	.0133	29.5	11.8	14.4	13.9	28.1	9.7	91,131	37,439	5,473	10,110	2,940	8,365	2,981
Larue	11.9	.0053	32.9	9.8	15.8	16.5	30.1	4.3	30,801	9,289	1,102	1,281	1,773	5,755	1,040
Laurel	35.9	.0163	29.8	11.2	15.2	15.2	26.9	11.5	128,295	23,398	7,320	8,408	5,852	37,298	2,301
Lawrence	13.4	.0060	32.4	9.7	13.7	14.2	32.3	4.6	39,228	15,291	1,914	451	791	11,144	1,917
Lee	7.4	.0033	32.0	9.6	12.8	14.6	31.6	2.6	21,556	6,093	285	884	120	6,598	1,106
Leslie	14.0	.0064	25.0	11.4	14.7	15.0	20.3	4.0	17,672	6,818	62	1,756	1,493	951	420
Letcher	28.5	.0128	28.7	10.6	13.4	15.3	26.3	9.0	62,908	24,628	1,086	6,899	4,173	7,787	1,256
Lewis	13.9	.0063	29.4	11.1	15.7	14.9	26.3	4.8	20,313	6,731	606	895	271	3,054	168
Lincoln	18.8	.0085	32.3	10.8	14.4	15.7	30.4	6.4	42,452	12,590	441	447	2,229	9,036	1,992
Livingston	9.9	.0044	33.8	9.8	16.1	14.9	33.2	3.7	13,012	4,019	1,770	236	304	1,225	312
Logan	22.4	.0102	32.8	10.0	16.2	15.5	30.9	8.1	65,765	18,628	3,264	4,473	3,656	15,435	2,982
Lyon	6.1	.0027	35.6	11.8	20.3	18.2	32.5	2.0	11,791	5,916	696	618	1,377	245	113
McCracken	63.2	.0285	33.2	10.7	15.5	17.3	29.9	23.3	337,721	60,404	22,247	51,832	20,859	63,138	15,829
McCreary	15.6	.0071	27.7	10.9	13.6	14.1	25.9	4.9	23,092	10,194	586	497	831	3,141	831
McLean	10.9	.0049	33.5	10.5	15.2	15.3	32.4	4.2	22,825	6,731	924	433	1,792	8,369	600
Madison	51.7	.0233	24.7	26.7	14.7	13.6	20.7	15.7	210,645	45,001	25,711	14,161	4,972	38,219	5,739
Magoffin	12.2	.0055	27.1	11.6	14.7	14.5	23.8	4.0	12,408	7,619	316	4,104	677	1,063	1,505
Marion	16.9	.0077	27.4	12.8	13.6	14.5	25.1	5.0	35,481	14,042	1,797	3,284	1,400	2,199	1,142
Marshall	24.8	.0111	33.4	9.8	16.5	16.9	30.5	9.1	110,667	20,070	6,700	6,963	1,007	43,945	2,553
Martin	12.5	.0057	25.3	11.7	14.1	14.4	22.0	3.7	30,525	11,277	905	435	2,408	7,517	745
Mason	16.8	.0076	33.5	10.3	14.1	17.2	30.7	6.0	81,228	24,699	3,586	6,809	2,888	17,733	4,095
Meade	20.4	.0092	26.4	16.7	25.6	13.7	14.4	8.1	31,392	10,965	2,811	285	368	6,189	660
Menifee	4.3	.0019	29.2	12.0	15.2	14.8	26.4	1.5	2,987	1,396	146	264	251	208	67
Mercer	17.8	.0080	32.5	10.6	15.[illegible]	17.1	29.1	6.5	53,774	13,201	3,307	1,210	3,260	13,326	3,056
Metcalfe	9.0	.0041	34.9	9.3	15.7	16.7	33.2	3.3	17,248	4,737	605	653	645	3,716	921
Monroe	12.4	.0056	33.1	10.8	15.4	15.3	31.7	4.4	28,491	11,355	799	701	741	5,278	1,379
Montgomery	18.1	.0082	29.5	12.0	15.8	16.1	25.2	6.4	90,690	27,127	3,911	6,809	4,248	17,589	2,847
Morgan	11.3	.0051	31.2	9.9	13.2	14.9	30.1	3.7	48,592	8,657	720	1,207	1,971	21,407	713
Muhlenberg	33.4	.0150	32.6	10.0	14.8	15.6	30.9	12.0	127,729	37,680	3,777	7,035	4,399	41,433	2,694
Nelson	26.7	.0121	27.0	12.5	15.1	14.9	23.1	7.8	72,571	18,925	4,251	3,900	3,653	13,594	4,239
Nicholas	7.0	.0032	33.6	10.7	14.3	16.3	31.6	2.5	11,357	3,383	564	614	482	1,584	996
Ohio	21.9	.0098	33.4	9.9	14.3	14.7	33.0	8.0	56,866	19,688	2,743	1,659	1,642	14,968	2,875
Owen	8.4	.0038	35.4	9.9	14.6	16.3	34.1	3.4	18,669	5,641	243	404	199	8,256	537
Owsley	5.5	.0025	31.2	10.2	13.4	13.9	31.1	1.7	6,753	4,530	39	396	45	612	222
Pendleton	11.2	.0050	32.7	10.4	14.4	16.4	30.3	3.8	17,267	5,441	537	744	28	3,120	673
Perry	29.5	.0133	26.9	10.9	14.2	14.3	24.2	9.0	124,258	34,423	6,466	15,468	4,813	19,857	1,763
Pike	74.6	.0337	27.9	12.0	14.4	16.6	23.2	23.0	247,120	60,253	11,385	31,105	9,975	63,735	4,268
Powell	9.7	.0044	27.6	11.4	17.0	14.1	23.4	3.0	16,094	5,800	1,614	566	226	1,126	471
Pulaski	45.7	.0206	31.9	10.7	16.0	16.4	28.6	16.1	187,893	58,012	11,311	16,385	7,971	40,036	3,776
Robertson	2.3	.0010	40.1	8.7	13.9	15.8	39.6	.6	2,571	643	151	75		198	
Rockcastle	13.0	.0059	30.6	11.0	15.0	15.1	28.3	4.2	23,625	7,396	1,089	1,373	872	2,446	570
Rowan	17.7	.0080	23.9	32.2	14.4	15.5	19.3	4.7	66,517	17,232	4,290	7,442	893	13,757	2,554
Russell	12.3	.0055	33.5	10.0	14.4	16.0	31.9	4.3	41,772	12,754	680	1,730	830	9,363	1,983
Shelby	21.7	.0098	32.4	10.9	16.2	16.5	29.3	7.5	70,642	17,428	4,738	5,886	1,504	18,030	2,110
Simpson	14.9	.0068	32.1	11.0	16.0	15.4	30.0	5.7	55,976	13,519	2,397	2,360	3,160	11,937	1,003
Spencer	6.1	.0027	30.0	11.5	16.1	16.2	25.7	2.1	9,326	2,770	285	232	94	259	401
Taylor	19.7	.0089	31.4	12.8	17.0	17.2	26.7	6.7	62,445	16,685	4,299	3,401	2,687	11,360	2,352
Todd	12.2	.0055	33.9	10.5	13.4	14.9	33.5	4.4	21,832	8,119	1,700	672	1,277	3,861	906
Trigg	10.0	.0045	34.3	10.2	14.5	16.0	32.9	3.5	29,494	10,754	1,295	1,053	1,338	5,872	1,216
Trimble	5.7	.0026	30.6	12.9	16.9	15.9	26.6	2.1	3,781	707	121		153	73	308
Union	18.0	.0081	27.1	13.8	13.0	13.8	25.9	5.6	44,140	15,000	2,102	1,866	1,803	6,274	2,037
Warren	66.1	.0298	26.3	21.9	15.4	14.4	22.2	22.1	341,499	75,367	27,660	45,535	17,057	59,407	10,039
Washington	10.6	.0048	31.2	12.0	15.0	14.9	29.4	3.3	25,815	4,655	1,169	763	1,449	10,165	1,476
Wayne	16.5	.0075	31.4	10.6	14.3	15.6	29.2	5.6	34,839	11,939	2,244	1,954	1,474	6,119	1,717
Webster	15.4	.0069	36.6	8.5	13.0	15.5	36.1	5.9	33,998	14,083	768	2,261	376	4,738	827
Whitley	32.6	.0147	31.7	12.5	12.7	14.7	31.1	11.1	162,151	24,685	8,041	16,081	11,704	39,044	2,588
Wolfe	6.6	.0030	29.4	9.9	13.2	13.0	29.6	2.1	12,816	1,557	240	482	98	6,244	792
TOTAL METRO COUNTIES	**1,603.9**	**.7236**	**29.1**	**13.8**	**17.0**	**16.6**	**23.4**	**542.7**	**6,750,582**	**1,494,001**	**597,577**	**936,724**	**339,671**	**1,317,968**	**221,610**
TOTAL STATE	**3,554.3**	**1.6040**	**29.7**	**13.3**	**15.8**	**15.9**	**25.8**	**1,200.7**	**13,066,768**	**3,156,760**	**939,456**	**1,424,705**	**620,506**	**2,727,881**	**428,353**

KY.

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
CLARKSVILLE - HOPKINSVILLE	**890,410**	**14,059**	**7.1**	**18.1**	**28.6**	**17.9**	**.0599**
Christian	409,557	13,089	7.7	17.6	26.3	16.9	.0271
• Hopkinsville	172,855	14,496	7.0	14.6	25.8	22.9	.0134

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Montgomery, Tenn.	*480,853*	*14,814*	*6.5*	*18.4*	*30.5*	*18.8*	*.0328*
• *Clarksville*	*355,533*	*15,422*	*6.5*	*16.8*	*30.5*	*21.1*	*.0263*
SUBURBAN TOTAL	362,022	13,028	7.6	20.6	28.4	13.0	.0202

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
HUNTINGTON - ASHLAND	**1,994,607**	**16,212**	**5.9**	**14.3**	**28.5**	**25.2**	**.1269**
Boyd	410,065	19,401	5.1	12.2	27.2	34.0	0265
● Ashland	238,181	19,426	5.2	12.2	24.2	35.9	0181
Greenup	245,612	19,136	5.1	11.8	30.6	31.4	0135
Lawrence, Ohio	*327,412*	*13,402*	*6.2*	*18.8*	*31.6*	*12.0*	*0224*
Cabell, W. Va.	*776,531*	*16,869*	*6*	*13.3*	*26.7*	*28.8*	*0502*
● *Huntington*	*545,654*	*15,758*	*6.4*	*13.6*	*24.3*	*27.8*	*0359*
Wayne, W. Va.	*234,987*	*14,263*	*6.9*	*14.8*	*29.0*	*18.7*	*.0143*
SUBURBAN TOTAL	1,210,772	16,018	5.8	14.9	30.9	22.4	0729
LEXINGTON-FAYETTE	**2,211,130**	**17,955**	**5.5**	**14.2**	**28.6**	**30.3**	**.1462**
Bourbon	142,993	16,466	6.2	14.5	27.5	27.0	.0080
Clark	177,342	16,451	6.6	14.8	28.6	25.3	.0122
Fayette	1,478,373	18,909	5.2	13.8	28.4	33.2	1026
● Lexington-Fayette	1,478,373	18,909	5.2	13.8	28.4	33.2	1026
Jessamine	169,383	17,167	5.4	13.7	29.4	27.3	.0098
Scott	128,492	15,241	6.2	15.4	28.2	22.6	.0073
Woodford	114,547	16,020	5.6	17.9	30.2	23.5	.0063
SUBURBAN TOTAL	732,757	16,313	6.0	15.1	28.7	25.3	.0436
LOUISVILLE	**7,076,996**	**20,072**	**4.5**	**12.9**	**30.3**	**35.3**	**.4245**
Bullitt	201,785	15,197	6.0	22.7	37.0	13.9	.0116
Jefferson	5,800,803	21,505	4.2	11.2	28.6	39.8	.3424
● Louisville	2,491,406	17,599	5.6	14.0	27.3	30.3	1451
Oldham	131,808	14,868	7.6	17.9	32.2	17.4	.0088
Clark, Ind.	*549,493*	*17,224*	*5.4*	*17.6*	*37.6*	*21.6*	*0382*
Floyd, Ind.	*393,107*	*16,643*	*5.2*	*17.0*	*34.4*	*22.2*	*0235*
SUBURBAN TOTAL	4,585,590	21,383	3.8	12.2	32.1	38.5	2794
OWENSBORO	**572,251**	**18,394**	**4.9**	**14.5**	**29.4**	**30.5**	**.0385**
Daviess	572,251	18,394	4.9	14.5	29.4	30.5	.0385
● Owensboro	399,485	18,538	4.6	14.3	28.5	31.5	.0299
SUBURBAN TOTAL	172,766	18,095	5.6	14.9	31.1	28.3	.0086
OTHER COUNTIES							
Adair	74,061	9,793	8.4	15.2	19.0	15.0	0046
Allen	65,376	10,447	7.8	16.4	24.4	10.8	.0044
Anderson	70,158	15,200	5.3	19.4	33.0	17.8	.0041
Ballard	55,477	12,336	7.0	14.9	24.6	17.5	.0035
Barren	190,135	13,751	7.3	16.4	23.7	22.5	.0132
Bath	42,168	10,292	7.8	22.0	19.3	10.0	.0025
Bell	148,035	10,285	8.7	16.6	20.3	14.4	.0126
☐ Boone	297,105	22,400	3.1	10.7	33.1	40.5	.0245
Boyle	159,169	15,354	7.1	15.4	26.2	24.8	.0103
Bracken	34,603	10,122	9.0	17.1	24.8	8.4	.0022
Breathitt	52,019	6,323	9.4	12.1	15.1	7.5	.0043
Breckinridge	90,885	14,232	6.6	15.0	28.7	18.8	.0058
Butler	39,829	8,192	7.7	18.1	20.9	4.1	.0031
Caldwell	77,756	12,612	6.7	16.7	26.9	16.0	.0056
Calloway	183,366	13,245	6.6	16.4	25.6	18.5	.0125
☐ Campbell	556,382	18,716	5.0	13.6	32.6	29.3	.0329
Carlisle	32,346	10,940	6.7	18.2	27.0	7.9	.0021
Carroll	53,879	13,944	7.2	18.2	29.5	16.5	.0032
Carter	92,503	9,375	8.5	18.9	20.8	7.8	.0077
Casey	56,482	8,040	7.9	17.2	16.4	8.6	.0038
Clay	77,027	8,764	10.5	17.1	16.6	9.9	.0067
Clinton	31,715	8,473	10.4	17.0	17.2	7.9	.0025
Crittenden	51,731	10,875	7.8	17.2	21.9	14.2	.0033
Cumberland	31,353	9,194	8.6	15.9	17.7	13.0	.0022
Edmonson	38,375	10,284	9.2	18.1	24.8	8.4	.0023
Elliott	24,740	8,611	7.4	12.8	19.1	12.9	.0016
Estill	60,960	9,578	7.5	15.1	22.9	10.5	.0046
Fleming	55,679	9,481	9.5	16.1	21.5	10.1	.0041
Floyd	230,839	12,662	7.6	16.2	22.9	20.6	.0173
Franklin	326,112	20,847	4.9	13.5	26.4	38.5	.0189
Fulton	48,459	10,840	9.4	15.4	24.9	13.4	.0039
Gallatin	26,471	14,382	6.9	12.7	27.7	20.2	.0016
Garrard	43,331	10,811	9.3	21.4	23.5	8.4	.0030
Grant	69,176	13,409	5.5	17.3	32.5	11.1	.0046
Graves	222,281	14,511	6.9	14.5	25.9	22.8	.0137
Grayson	97,600	11,092	6.4	16.3	23.7	13.5	.0067
Green	66,721	13,483	6.7	15.0	26.0	19.8	.0037
Hancock	49,855	18,094	3.3	12.2	28.3	30.9	.0024
Hardin	513,226	14,741	6.9	22.6	30.9	17.9	.0328
Harlan	201,617	11,138	8.1	15.9	22.3	16.1	.0148
Harrison	81,908	12,436	6.9	19.8	25.9	14.0	.0053
Hart	70,608	9,803	9.0	17.2	22.0	9.9	.0048
☐ Henderson	277,232	17,992	5.5	13.8	27.4	30.7	.0179
Henry	71,277	13,341	7.0	19.4	26.9	17.0	.0043
Hickman	29,652	11,366	7.6	17.4	24.4	13.5	.0018
Hopkins	343,515	17,221	5.8	12.2	22.7	32.6	.0206
Jackson	26,638	6,064	8.6	16.8	11.3	3.2	.0025
Johnson	97,518	9,014	9.2	16.9	17.4	11.1	.0083
☐ Kenton	932,822	19,390	4.6	13.0	29.8	33.4	.0556
Covington	281,450	15,085	6.5	16.2	28.5	21.8	.0206
Knott	64,831	8,169	9.8	13.3	17.0	10.8	.0045
Knox	113,344	8,039	9.1	14.6	15.7	10.8	.0092
Larue	68,216	12,554	7.2	15.1	25.4	17.5	.0042
Laurel	164,958	10,670	8.1	16.3	21.5	14.7	.0127
Lawrence	59,101	8,608	7.2	12.6	19.1	13.5	.0043
Lee	25,281	6,939	9.2	18.7	11.9	4.2	.0023
Leslie	41,910	8,232	9.9	17.7	16.6	7.0	.0031
Letcher	111,001	9,441	8.0	16.7	20.3	10.7	.0081
Lewis	50,536	9,325	10.2	20.9	21.6	3.9	.0036
Lincoln	85,462	11,167	7.5	18.2	23.6	12.7	.0057
Livingston	55,861	13,319	7.1	14.9	25.7	18.8	.0031
Logan	124,962	12,417	6.4	15.9	25.2	16.4	.0081
Lyon	40,957	13,800	6.7	12.3	20.4	26.6	.0022
McCracken	449,808	16,830	5.6	13.3	27.6	27.4	.0310
McCreary	52,889	7,158	8.4	14.0	14.0	9.0	.0038
McLean	60,467	12,081	7.3	16.5	25.4	15.1	.0036
Madison	287,887	14,338	7.4	17.2	25.7	22.1	.0208
Magoffin	57,608	10,116	6.4	14.7	18.5	17.2	.0036
Marion	70,780	11,470	8.1	20.1	25.7	10.6	.0048
Marshall	141,494	14,422	6.6	15.6	30.7	17.3	.0104
Martin	65,725	11,817	6.8	14.0	17.7	24.1	.0042
Mason	92,682	12,794	8.8	16.6	27.7	15.4	.0071
Meade	93,614	14,116	8.0	20.8	33.5	12.8	.0058
Menifee	15,794	9,000	11.7	22.3	20.0	2.0	.0010
Mercer	116,686	14,649	7.2	17.7	25.0	23.8	.0070
Metcalfe	41,718	9,212	9.8	17.4	16.5	12.3	.0027
Monroe	48,426	7,658	7.4	16.2	17.3	7.5	.0037
Montgomery	106,901	14,733	7.2	16.3	27.6	21.5	.0079
Morgan	39,931	7,662	8.1	14.8	16.0	9.2	.0039
Muhlenberg	245,157	17,195	5.6	11.5	20.7	34.2	.0149
Nelson	133,795	14,449	6.8	18.9	30.3	17.6	.0089
Nicholas	30,985	10,920	7.0	20.1	25.2	8.0	.0021
Ohio	149,702	15,006	5.7	12.8	20.5	29.5	.0084
Owen	39,119	9,583	8.9	18.2	22.9	7.1	.0025
Owsley	15,270	5,942	9.1	12.2	12.1	5.1	.0012
Pendleton	51,708	12,770	7.2	19.6	31.1	10.1	.0031
Perry	143,431	12,211	7.6	17.5	22.1	19.1	.0114
Pike	381,910	13,670	6.9	15.2	26.0	20.1	.0269
Powell	43,404	12,525	5.9	18.1	25.1	15.7	.0027
Pulaski	236,299	10,694	8.0	17.6	20.2	14.9	.0178
Robertson	8,731	12,111	8.6	16.0	24.2	18.5	.0005
Rockcastle	52,436	10,090	7.5	18.9	21.1	10.3	.0036
Rowan	78,388	11,395	8.2	17.1	23.8	14.5	.0063
Russell	42,303	7,549	6.2	18.2	18.4	5.0	.0038
Shelby	117,401	13,375	8.6	18.8	26.7	17.6	.0079
Simpson	93,221	13,760	6.4	16.2	27.1	18.6	.0062
Spencer	29,338	12,633	6.6	20.9	27.3	12.2	.0017
Taylor	108,204	13,727	7.1	17.8	28.7	16.6	.0073
Todd	73,662	13,244	8.1	15.9	24.6	20.1	.0041
Trigg	54,448	12,867	6.4	16.4	24.6	18.5	.0036
Trimble	35,780	14,983	6.7	13.8	30.6	19.4	.0017
Union	104,410	16,455	5.8	12.9	25.6	27.8	.0063
Warren	441,554	16,063	5.7	14.5	24.6	28.5	.0312
Washington	47,240	12,173	8.4	20.6	26.6	12.5	.0033
Wayne	61,235	7,339	8.5	15.1	16.7	6.6	.0046
Webster	86,342	12,065	7.3	15.0	24.9	16.2	.0051
Whitley	154,136	9,752	7.6	14.2	19.0	15.8	.0133
Wolfe	17,577	5,495	7.6	11.8	9.4	3.6	.0016
TOTAL METRO COUNTIES	**12,046,552**	**19,505**	**4.8**	**13.0**	**29.2**	**34.0**	**.7455**
TOTAL STATE	**22,379,199**	**15,388**	**6.2**	**14.8**	**26.1**	**25.0**	**1.4537**

COMING OCT. 27
SURVEY OF BUYING POWER—PART II

LOUISIANA

ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALEXANDRIA	**140.7**	**.0635**	**28.8**	**12.6**	**15.0**	**15.3**	**25.4**	**43.8**	**497,021**	**113,028**	**27,502**	**89,008**	**21,611**	**101,485**	**16,568**
Grant	14.9	.0067	32.5	9.6	13.7	14.1	32.4	5.2	21,826	10,024	653	955	717	7,710	229
Rapides	125.8	.0568	28.4	12.9	15.2	15.4	24.6	38.6	475,195	103,004	26,849	88,053	20,894	93,775	16,339
• Alexandria	50.4	.0227	29.8	12.0	13.1	15.0	28.2	17.3	391,935	69,228	22,012	78,308	19,021	85,392	12,565
SUBURBAN TOTAL	90.3	.0408	28.4	12.9	16.1	15.4	23.9	26.5	105,086	43,800	5,490	10,700	2,590	16,093	4,003
BATON ROUGE	**457.2**	**.2063**	**26.1**	**16.1**	**17.2**	**15.6**	**19.0**	**151.1**	**1,986,982**	**463,156**	**131,798**	**401,809**	**91,180**	**393,677**	**60,688**
Ascension	45.0	.0203	26.1	12.7	17.4	14.4	20.2	13.9	195,753	62,298	10,370	18,302	4,410	49,473	7,305
East Baton Rouge	342.1	.1543	26.0	17.1	17.2	15.9	18.6	115.6	1,649,549	351,756	114,343	376,706	83,551	311,264	48,487
• Baton Rouge	199.4	.0900	27.0	19.1	14.8	15.5	22.7	71.9	1,321,863	197,637	99,124	342,212	71,966	266,215	33,789
Livingston	51.7	.0234	26.9	12.6	18.0	15.7	19.7	16.0	112,213	32,944	5,304	5,623	2,808	31,998	3,857
West Baton Rouge	18.4	.0083	25.9	13.4	16.5	14.4	20.6	5.6	29,467	16,158	1,781	1,178	411	942	1,039
SUBURBAN TOTAL	257.8	.1163	25.5	13.7	19.1	15.7	16.1	79.2	665,119	265,519	32,674	59,597	19,214	127,462	26,899
LAFAYETTE	**139.0**	**.0627**	**25.3**	**16.3**	**16.6**	**16.0**	**17.8**	**43.7**	**720,163**	**140,445**	**54,366**	**108,859**	**44,693**	**148,453**	**17,291**
Lafayette	139.0	.0627	25.3	16.3	16.6	16.0	17.8	43.7	720,163	140,445	54,366	108,859	44,693	148,453	17,291
• Lafayette	84.6	.0382	24.8	19.4	15.1	16.2	18.1	27.6	629,719	119,428	50,852	98,327	38,418	147,282	15,356
SUBURBAN TOTAL	54.4	.0245	26.0	11.6	18.7	15.7	17.5	16.1	90,444	21,017	3,514	10,532	6,275	1,171	1,935
LAKE CHARLES	**158.9**	**.0717**	**27.6**	**13.1**	**16.0**	**17.0**	**21.2**	**53.4**	**672,344**	**181,808**	**48,468**	**83,079**	**33,117**	**143,485**	**20,620**
Calcasieu	158.9	.0717	27.6	13.1	16.0	17.0	21.2	53.4	672,344	181,808	48,468	83,079	33,117	143,485	20,620
• Lake Charles	75.7	.0342	27.4	14.3	15.5	16.5	21.7	26.3	494,736	106,944	38,333	72,496	28,038	118,975	15,078
SUBURBAN TOTAL	83.2	.0375	27.9	12.0	16.4	17.5	20.8	27.1	177,608	74,864	10,135	10,583	5,079	24,510	5,542
MONROE	**134.3**	**.0606**	**27.4**	**14.3**	**15.5**	**15.4**	**22.8**	**45.8**	**566,364**	**119,654**	**36,695**	**94,497**	**28,187**	**129,775**	**14,334**
Ouachita	134.3	.0606	27.4	14.3	15.5	15.4	22.8	45.8	566,364	119,654	36,695	94,497	28,187	129,775	14,334
• Monroe	64.6	.0292	26.5	17.5	13.4	14.3	24.3	22.4	402,619	56,996	24,833	83,013	22,106	118,022	8,083
SUBURBAN TOTAL	69.7	.0314	28.0	11.2	17.2	16.5	21.4	23.4	163,745	62,658	11,862	11,484	6,081	11,753	6,251
NEW ORLEANS	**1,163.8**	**.5252**	**28.5**	**13.1**	**16.9**	**16.7**	**22.4**	**402.6**	**4,676,187**	**1,211,095**	**463,449**	**635,191**	**249,368**	**815,606**	**150,141**
Jefferson	438.6	..1980	27.4	12.5	19.5	17.9	17.3	141.9	2,125,848	567,939	159,215	344,115	129,713	404,090	60,436
Orleans	564.5	.2548	30.0	14.1	14.6	15.3	27.5	208.4	2,042,613	468,663	261,877	234,433	106,943	335,412	72,682
• New Orleans	564.5	.2548	30.0	14.1	14.6	15.3	27.5	208.4	2,042,613	468,663	261,877	234,433	106,943	335,412	72,682
St. Bernard	63.5	.0286	27.0	13.3	17.4	19.9	16.2	20.2	172,708	79,726	13,609	23,392	5,207	8,442	7,329
St. Tammany	97.2	.0438	28.0	10.4	17.0	17.0	21.2	32.1	335,018	94,767	28,748	33,251	7,505	67,662	9,694
SUBURBAN TOTAL	599.3	.2704	27.5	12.2	18.8	18.0	17.8	194.2	2,633,574	742,432	201,572	400,758	142,425	480,194	77,459

3rd in nation, per capita income growth 1969-1976*

SMSA pop. 449,600**

4th largest port in nation***

BATON ROUGE
$

College student population of 34,000

2nd largest oil refinery in nation****

Highest average effective buying income per household in Louisiana, $19,955**

MORNING ADVOCATE
STATE TIMES

Increase sales in the youngest, most affluent major market in Louisiana with the State-Times & Morning Advocate. Combined daily circulation has increased to 119,876 (ABC March 30, 1980). For the full story on using our newspapers to sell in the Baton Rouge market, call Don Stewart, (504) 388-0272. Or talk to our national representative, Brannam.

*Advertising Age, Dec. 11, 1978 ** © 1979 S&MM Survey of Buying Power *** U.S. Army Corps of Engineers ****Mid-Continent Oil & Gas Association

LA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000
SHREVEPORT	**363.6**	**.1641**	**29.1**	**12.3**	**15.5**	**16.2**	**24.6**	**122.7**	**1,468,858**	**302,103**	**107,645**	**230,585**	**74,794**	**346,487**	**32,73**
Bossier	74.9	.0338	26.1	14.1	18.4	16.6	16.9	23.2	209,542	50,599	20,454	28,636	7,464	47,166	5,62
Bossier City	48.0	.0217	25.3	14.8	19.3	18.2	13.1	14.9	192,357	45,865	18,879	27,667	7,103	42,596	5,0
Caddo	246.7	.1113	29.8	11.9	15.0	16.1	26.1	84.8	1,119,352	209,078	82,443	188,197	61,485	267,635	23,00
• Shreveport	206.0	.0930	30.1	12.0	15.4	16.1	26.3	71.9	1,015,081	188,749	76,686	158,317	58,046	256,896	21,29
Webster	42.0	.0190	31.8	11.1	14.4	15.7	29.7	14.7	139,964	42,426	4,748	13,752	5,845	31,686	4,11
SUBURBAN TOTAL	157.6	.0711	27.8	12.6	15.7	16.3	22.4	50.8	453,777	113,354	30,959	72,268	16,748	89,591	11,44
OTHER COUNTIES															
Acadia	55.1	.0249	29.0	11.4	14.6	15.3	26.0	17.2	139,217	39,796	7,913	12,359	4,564	26,703	7,09
Allen	20.6	.0093	29.7	10.7	15.1	15.0	27.0	6.5	60,113	16,093	3,063	5,098	2,232	16,782	2,14
Assumption	20.8	.0094	26.3	13.1	15.6	13.4	23.0	6.0	33,142	9,621	2,071	5,596	1,921	8,290	1,19
Avoyelles	39.5	.0178	30.9	10.3	13.0	14.8	29.9	12.8	101,818	33,514	3,662	9,528	2,985	28,607	5,61
Beauregard	28.8	.0130	29.0	12.6	15.7	15.4	25.2	9.2	95,700	23,937	2,936	6,514	3,708	27,273	1,59
Bienville	17.9	.0081	33.5	11.1	12.6	13.3	34.8	6.0	26,074	9,465	490	1,278	230	5,552	1,09
Caldwell	10.2	.0046	33.1	10.4	12.5	14.3	33.3	3.3	23,627	8,291	669	1,946	136	5,816	1,29
Cameron	9.8	.0045	29.3	11.5	16.4	17.1	23.6	3.0	17,436	6,507	2,141	1,308	114		210
Catahoula	11.6	.0052	29.4	10.1	14.4	14.2	27.7	3.7	28,495	6,793	1,060	1,686	1,876	6,824	1,727
Claiborne	16.6	.0075	36.7	9.7	11.5	14.0	37.6	5.7	40,335	10,713	1,594	2,282	1,835	13,500	1,418
Concordia	21.8	.0098	28.1	11.5	15.1	16.2	23.3	6.4	55,675	12,531	2,954	5,535	3,655	15,353	1,900
De Soto	24.0	.0109	32.1	10.4	11.9	13.4	33.2	7.7	53,215	18,466	1,974	4,259	1,773	11,969	1,469
East Carroll	11.6	.0053	26.7	10.7	11.6	13.1	27.3	3.4	26,615	7,096	833	1,728	171	5,172	1,347
East Feliciana	16.1	.0072	30.0	10.6	13.6	14.0	29.2	3.9	23,833	7,083	1,524	418	158	8,247	814
Evangeline	32.9	.0149	30.1	10.8	14.2	15.0	28.1	10.9	83,244	25,235	2,055	6,358	5,417	24,024	5,436
Franklin	23.9	.0108	30.4	10.3	12.3	14.2	30.1	7.6	59,604	18,398	1,009	6,017	1,765	14,259	3,191
Iberia	65.9	.0297	27.2	11.3	15.7	15.5	22.3	20.9	247,904	61,039	15,629	21,243	11,947	64,951	9,591
Iberville	30.7	.0139	27.3	12.4	14.6	14.4	24.4	9.0	85,064	26,248	7,496	6,559	2,964	17,701	3,976
Jackson	17.1	.0077	33.1	11.1	13.9	14.2	33.2	5.9	40,440	12,352	1,511	5,079	2,637	9,128	1,434
Jefferson Davis	31.3	.0141	28.9	10.8	14.5	15.6	25.5	9.9	108,479	27,628	5,274	7,834	2,774	31,407	5,167
Lafourche	77.3	.0349	26.1	15.2	17.0	16.1	18.7	21.8	267,662	73,229	27,225	24,429	14,180	52,693	10,662
La Salle	15.6	.0070	32.8	10.3	13.3	15.6	31.5	5.5	42,610	15,453	1,675	2,507	1,487	10,576	1,996
Lincoln	39.0	.0176	24.0	30.2	12.0	11.4	22.3	11.5	120,908	26,055	10,367	10,766	4,512	27,415	3,814
Madison	14.4	.0065	28.0	10.3	11.6	12.5	29.3	4.6	33,498	11,303	1,399	2,056	1,162	8,983	1,201
Morehouse	34.0	.0153	29.3	10.5	12.6	15.1	27.7	10.8	98,253	25,937	2,893	12,047	2,353	32,462	3,475
Natchitoches	36.4	.0164	27.0	18.1	12.2	12.7	27.6	11.1	93,001	23,199	10,735	6,884	4,239	15,348	2,247
Plaquemines	26.5	.0120	25.6	13.8	18.4	16.6	16.1	7.4	76,028	33,023	13,945	2,752	2,534	3,516	2,031
Pointe Coupee	21.9	.0098	28.1	11.6	13.2	14.3	26.7	6.5	55,447	18,913	2,531	3,938	2,627	16,170	2,168
Red River	9.4	.0043	31.4	11.0	11.3	13.3	32.6	3.1	26,574	7,429	1,324	2,236	864	6,583	1,225

SHREVEPORT
LOUISIANA'S 2nd LARGEST CITY
in the **SHREVEPORT MARKET** . . . you really get quality coverage from The Shreveport Times and Shreveport Journal. You're getting coverage and readership of this quality newspaper audience which makes up the Ark-La-Tex area. The Times-Journal reaches **45%** of the households in this 23-county area in North Louisiana, East Texas and South Arkansas. **70%** coverage in the **METRO** area.
As the big second market in Louisiana, **SHREVEPORT** is the dominating city for **883,000** people in **295,800** households with effective buying income of **5.2 billion** and producing retail sales of **3.2 billion.** Be sure that the **TIMES-JOURNAL** are included in your next advertising schedule — the dominant medium in the market.

Newspaper Production Co., Agent for—
The Times Shreveport Journal

Circulation: M & E 122,063 MORNING 87,881
SUNDAY 125,750 EVENING 34,182
(ABC AUDIT REPORT ENDING DEC. 31, 1979)
REPRESENTED BY GANNETT NEWSPAPER ADVERTISING SALES
S&MM Survey of Buying Power, July 1980

New Orleans' Greatest Double Feature of them All

The Times-Picayune
The States-Item

Have Combined Editions Into

One Great Newspaper

Now there are more features, more columnists, more cartoons, more news, more advertising, etc. There's virtually more of everything — all combined into a heftier, more comprehensive all-day newspaper.

The New Orleans Retail Trading Zone is yours when you're in The Times-Picayune/The States-Item.

THE NEW ORLEANS RETAIL TRADING ZONE APPROACHES AND SURPASSES 50% OF LOUISIANA'S TOTAL SALES POTENTIAL

	New Orleans RTZ Totals	% of La. Totals
General Merchandise Sales	$954,882,000	47%
Food Sales	$1,971,374,000	52%
Drug Sales	$242,364,000	51%
Retail Sales	$7,357,662,000	50%
Furn. Hsld. Appliance Sales	$422,045,000	59%
Automotive Sales	$1,364,086,000	45%
Effective Buying Income	$13,034,147,000	51%
Population	1,945,000	48%
Households	636,600	49%

Source: S&MM Survey of Buying Power, July 28, 1980

The Times-Picayune/The States-Item

One Great Newspaper

REPRESENTED BY NEWHOUSE NEWSPAPERS

LA. (cont.)

ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	D g ($ 0)
Richland	22.1	0099	29.2	10.9	11.7	13.3	29.9	6.7	71,247	22,900	1,993	4,490	3,859	14,280	196
Sabine	19.8	.0090	32.0	10.7	13.5	13.3	32.6	6.5	64,495	17,215	1,935	9,882	1,505	20,494	622
St. Charles	35.1	.0159	25.7	12.4	17.2	17.0	16.9	10.2	73,899	30,120	5,060	6,354	2,038	10,787	080
St. Helena	9.7	.0043	27.5	12.6	12.6	14.1	26.5	2.7	5,487	2,664	169	640	44	518	374
St. James	19.6	.0089	25.0	13.9	14.7	13.7	21.6	4.9	49,872	15,255	2,072	3,084	5,058	7,908	496
St. John the Baptist	29.3	.0132	25.8	12.6	17.4	14.5	19.5	7.6	68,635	27,490	6,345	10,861	2,821	4,480	754
St. Landry	84.2	0380	27.5	11.5	14.3	15.2	24.2	25.2	242,464	64,546	11,170	16,947	10,524	54,042	1 594
St. Martin	36.5	0165	26.2	12.6	15.7	14.7	21.5	10.6	72,028	27,304	7,123	3,441	1,722	17,798	384
St. Mary	61.8	0279	26.1	10.9	18.2	15.4	18.4	18.0	220,838	66,053	21,754	10,563	10,133	40,340	10,292
Tangipahoa	77.3	.0349	25.5	15.8	13.5	13.4	23.8	23.9	310,771	81,602	19,377	34,231	6,338	71,761	9,904
Tensas	8.1	.0037	30.2	9.9	10.6	12.4	32.5	2.5	14,583	3,454	146	1,586	70	5,579	217
Terrebonne	92.3	.0416	24.8	13.5	17.6	15.3	16.6	26.0	418,645	98,072	37,227	75,629	23,162	95,099	11,230
Union	19.5	.0088	32.9	11.0	12.8	14.6	32.6	6.4	39,498	12,097	778	1,149	366	12,337	2,082
Vermilion	47.4	.0214	30.5	10.7	14.2	16.0	27.6	15.4	136,714	39,673	7,763	6,901	3,976	30,959	6,261
Vernon	43.8	0198	22.6	44.8	11.1	9.6	13.8	10.9	92,873	36,651	6,440	6,612	2,627	14,259	1,334
Washington	43.0	0194	30.0	10.9	13.5	15.9	27.3	14.5	128,622	46,925	4,433	7,948	6,465	24,750	6,242
West Carroll	12.8	0057	31.2	9.8	13.2	14.3	30.7	4.4	31,408	7,939	391	3,765	88	10,856	1,043
West Feliciana	10.4	0047	28.8	21.5	33.9	17.5	11.6	1.8	18,094	6,089	1,189	2,864	441	2,745	735
Winn	17.2	.0078	32.6	10.6	13.3	14.4	32.5	5.9	42,458	14,445	1,761	3,130	532	11,361	1,065
TOTAL METRO COUNTIES	**2,557.5**	**1.1541**	**27.9**	**13.7**	**16.6**	**16.2**	**22.0**	**863.1**	**10,587,919**	**2,531,289**	**869,923**	**1,643,028**	**542,950**	**2,078,968**	**312,378**
TOTAL STATE	**4,028.1**	**1.8179**	**27.8**	**13.7**	**15.7**	**15.7**	**22.9**	**1,308.5**	**14,854,561**	**3,767,130**	**1,145,001**	**2,033,365**	**711,539**	**3,044,625**	**476,820**

LA.

ESTIMATES

EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group:
(A) $8,000–$9,999
(B) $10,000–$14,999
(C) $15,000–$24,999
(D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ALEXANDRIA	**736,573**	**13,783**	**7.0**	**16.5**	**25.8**	**20.2**	**.0523**
Grant	69,899	10,826	7.0	17.1	21.6	13.9	.0043
Rapides	666,674	14,209	7.0	16.3	26.4	21.0	.0480
• Alexandria	293,557	12,616	8.1	16.0	22.2	20.8	.0269
SUBURBAN TOTAL	443,016	14,439	6.2	16.7	28.3	19.8	.0254
BATON ROUGE	**3,368,527**	**19,734**	**4.8**	**11.9**	**25.3**	**36.6**	**.2126**
Ascension	265,466	17,887	4.7	10.8	25.6	31.3	0189
East Baton Rouge	2,721,902	20,794	4.6	11.7	24.9	39.4	.1707
• Baton Rouge	1,672,306	19,369	5.1	12.8	23.3	37.2	1143
Livingston	285,267	16,290	5.5	13.9	28.7	25.1	.0173
West Baton Rouge	95,892	14,894	6.8	12.2	25.1	24.6	.0057
SUBURBAN TOTAL	1,696,221	20,008	4.5	11.1	27.2	35.9	.0983
LAFAYETTE	**964,365**	**18,040**	**5.5**	**13.2**	**24.9**	**33.0**	**.0666**
Lafayette	964,365	18,040	5.5	13.2	24.9	33.0	.0666
• Lafayette	612,800	17,575	5.5	13.6	23.8	32.8	0479
SUBURBAN TOTAL	351,565	18,718	5.4	12.6	26.4	33.5	.0187
LAKE CHARLES	**1,062,020**	**17,976**	**5.0**	**13.4**	**29.1**	**29.4**	**.0700**
Calcasieu	1,062,020	17,976	5.0	13.4	29.1	29.4	.0700
• Lake Charles	523,114	17,000	5.4	14.3	26.9	28.6	0397
SUBURBAN TOTAL	538,906	18,764	4.6	12.5	31.1	30.2	.0303
MONROE	**876,250**	**15,628**	**6.2**	**14.7**	**24.8**	**26.9**	**.0583**
Ouachita	876,250	15,628	6.2	14.7	24.8	26.9	.0583
• Monroe	428,141	13,908	7.0	15.9	20.9	25.9	0327
SUBURBAN TOTAL	448,109	17,188	5.4	13.6	28.8	27.8	.0256
NEW ORLEANS	**8,764,377**	**18,675**	**5.0**	**12.8**	**26.8**	**33.2**	**.5339**
Jefferson	3,577,899	23,213	3.3	10.3	29.6	44.2	.2220
Orleans	4,141,916	15,194	6.2	14.4	23.5	27.0	.2479
• New Orleans	4,141,916	15,194	6.2	14.4	23.5	27.0	2479
St. Bernard	427,068	20,185	3.8	11.6	39.6	31.2	.0248
St. Tammany	617,494	16,318	5.5	14.1	27.4	26.1	.0392
SUBURBAN TOTAL	4,622,461	21,812	3.7	11.1	30.2	39.9	.2860
SHREVEPORT	**2,314,538**	**16,118**	**5.8**	**14.3**	**26.2**	**26.9**	**.1538**
Bossier	418,046	16,640	5.5	16.2	31.4	24.3	.0268
Bossier City	289,909	18,286	4.7	16.6	34.4	27.7	0198
Caddo	1,668,647	16,397	5.8	13.7	24.5	29.1	.1115
• Shreveport	1,465,053	17,111	5.7	13.6	24.8	30.7	0982
Webster	227,845	13,868	5.8	14.9	28.9	17.7	.0155
SUBURBAN TOTAL	849,485	14,917	5.8	15.3	28.4	21.4	.0556
OTHER COUNTIES							
Acadia	242,000	10,897	8.7	17.5	22.8	13.1	0171
Allen	80,410	9,784	7.6	16.4	24.1	8.8	.0064
Assumption	92,417	13,079	7.5	15.8	28.1	15.7	.0058
Avoyelles	150,374	8,564	8.3	15.8	18.7	9.7	.0117
Beauregard	161,201	14,849	5.5	15.9	26.0	23.5	.0108

ESTIMATES

EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group:
(A) $8,000–$9,999
(B) $10,000–$14,999
(C) $15,000–$24,999
(D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Bienville	73,411	9,470	7.6	15.9	21.5	10.7	0048
Caldwell	38,328	8,667	8.6	17.4	19.2	8.0	.0029
Cameron	49,940	15,747	5.7	18.5	34.3	18.2	.0029
Catahoula	46,670	9,667	7.7	17.6	20.3	10.8	.0035
Claiborne	80,247	9,933	6.3	13.1	20.9	15.8	.0054
Concordia	106,865	13,129	6.1	13.6	22.3	22.8	.0071
De Soto	105,838	9,713	6.8	14.5	19.8	14.8	.0072
East Carroll	39,095	6,990	7.7	13.2	13.7	9.8	.0032
East Feliciana	64,703	12,691	7.2	14.7	22.1	21.8	.0042
Evangeline	134,140	8,463	6.8	14.8	18.5	11.5	.0100
Franklin	79,591	7,225	7.1	15.7	16.6	7.3	.0066
Iberia	392,362	16,367	5.8	13.5	27.1	26.6	.0265
Iberville	161,322	14,019	6.2	12.5	21.3	26.3	.0105
Jackson	103,457	14,629	6.1	12.9	24.1	24.9	.0062
Jefferson Davis	160,246	13,120	7.3	14.3	24.4	20.5	.0114
Lafourche	427,065	17,633	5.4	15.3	33.4	25.7	.0292
La Salle	80,301	11,850	7.5	17.2	25.3	14.1	.0054
Lincoln	226,278	14,228	6.3	14.3	21.4	26.4	.0145
Madison	44,635	5,775	7.4	11.2	13.0	6.9	.0039
Morehouse	156,501	10,978	6.9	12.8	22.8	17.3	.0112
Natchitoches	157,641	9,434	7.6	14.8	16.9	16.2	.0113
Plaquemines	156,915	19,184	4.4	14.6	32.7	30.8	.0099
Pointe Coupee	99,008	11,251	6.8	15.1	20.9	18.4	.0069
Red River	30,676	6,809	6.1	14.4	18.4	6.1	.0027
Richland	91,836	9,935	6.6	13.3	21.4	15.2	.0072
Sabine	76,832	9,184	6.9	17.3	21.4	8.5	.0064
St. Charles	206,152	19,384	4.7	12.8	31.6	30.6	.0120
St. Helena	34,571	9,341	9.8	16.0	17.0	13.7	.0021
St. James	98,554	19,416	4.7	10.2	27.8	32.0	.0064
St. John the Baptist	143,667	18,315	5.2	11.0	29.5	28.0	.0095
St. Landry	365,701	10,895	6.5	14.3	21.1	17.2	.0211
St. Martin	142,142	10,790	7.4	16.8	23.2	12.9	.0102
St. Mary	384,346	19,377	4.9	12.1	26.2	35.2	.0248
Tangipahoa	321,343	9,634	8.4	14.9	20.5	13.1	.0214
Tensas	27,860	6,530	7.5	10.7	13.7	10.9	.0021
Terrebonne	564,761	20,176	4.4	11.7	31.5	33.7	.0359
Union	106,676	13,739	7.3	12.5	24.4	22.6	.0073
Vermilion	285,635	14,864	6.4	14.8	23.9	25.7	.0179
Vernon	274,517	10,786	9.7	25.6	22.0	6.6	.0165
Washington	210,868	11,616	6.6	15.0	24.3	15.7	.0148
West Carroll	58,082	9,586	6.4	15.1	19.9	13.7	.0039
West Feliciana	32,942	12,942	5.8	13.8	19.9	24.4	.0027
Winn	82,346	10,157	7.2	17.1	23.0	10.5	.0054
TOTAL METRO COUNTIES	**18,086,650**	**17,964**	**5.3**	**13.2**	**26.3**	**31.6**	**1.1475**
TOTAL STATE	**25,337,118**	**16,119**	**5.7**	**13.7**	**25.5**	**27.5**	**1.6403**

MAINE

MAINE
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
△ BANGOR	**141.1**	**.0637**	**28.2**	**17.3**	**14.8**	**15.7**	**24.1**	**45.8**	**564,652**	**125,953**	**34,481**	**67,108**	**25,864**	**126,786**	**15,387**
Penobscot	141.1	.0637	28.2	17.3	14.8	15.7	24.1	45.8	564,652	125,953	34,481	67,108	25,864	126,786	13,387
• Bangor	31.6	.0143	29.3	17.9	14.7	14.4	27.2	11.1	288,001	43,658	19,801	55,261	18,310	70,896	6,637
SUBURBAN TOTAL	109.5	.0494	27.8	17.1	14.9	16.1	23.2	34.7	276,651	82,295	14,680	11,847	7,554	55,890	8,750
LEWISTON - AUBURN	**94.8**	**.0428**	**31.2**	**12.6**	**14.4**	**16.1**	**28.5**	**33.8**	**377,652**	**83,092**	**27,630**	**47,179**	**9,802**	**86,804**	**7,126**
Androscoggin	94.8	.0428	31.2	12.6	14.4	16.1	28.5	33.8	377,652	83,092	27,630	47,179	9,802	86,804	7,126
• Auburn	23.4	.0106	32.7	10.8	13.2	17.0	30.0	8.4	138,714	27,422	8,499	16,130	2,741	58,534	1,557
• Lewiston	41.8	.0189	31.9	13.9	14.3	15.4	30.2	15.5	190,646	39,690	16,384	29,488	6,036	23,700	4,275
SUBURBAN TOTAL	29.6	.0133	29.3	12.1	15.8	16.2	24.8	9.9	48,292	15,980	2,747	1,561	1,025	4,570	1,294
PORTLAND	**234.1**	**.1056**	**31.0**	**13.1**	**15.2**	**16.0**	**27.8**	**82.6**	**1,147,351**	**248,549**	**76,581**	**141,019**	**32,796**	**193,207**	**28,737**
Cumberland	206.8	.0933	31.0	13.3	14.9	16.1	28.0	72.9	1,091,072	231,249	73,916	139,488	31,733	175,668	27,315
• Portland	57.6	.0260	33.1	13.6	13.3	15.1	32.4	22.4	339,808	74,827	31,245	25,631	10,728	64,036	7,689
Sagadahoc	27.3	.0123	30.7	10.9	16.5	15.4	27.5	9.7	56,279	17,300	2,665	1,531	1,063	17,539	1,422
SUBURBAN TOTAL	176.5	.0796	30.4	12.9	15.6	16.4	26.4	60.2	807,543	173,722	45,336	115,388	22,068	129,171	21,048
OTHER COUNTIES															
Aroostook	98.1	.0443	27.4	13.4	15.1	15.9	22.5	30.1	298,595	69,448	16,027	36,516	12,297	62,294	10,599
Franklin	26.8	.0121	29.7	14.4	14.9	15.8	26.4	8.7	77,534	18,049	6,021	6,797	1,299	17,844	2,063
Hancock	41.5	.0187	33.7	10.8	14.1	15.8	32.4	15.1	167,070	43,648	15,453	16,355	4,523	28,368	4,560
Kennebec	105.7	.0477	31.0	12.4	14.7	16.4	27.7	35.5	446,593	100,773	28,927	57,004	15,935	96,218	11,515
Knox	33.1	.0149	34.8	9.9	13.3	16.4	33.4	12.3	125,413	31,673	8,472	9,976	2,405	21,355	3,978
Lincoln	25.5	.0116	35.0	8.6	13.8	16.0	34.0	9.4	84,886	21,398	8,345	1,140	2,996	12,393	1,523
Oxford	48.0	.0216	32.7	9.8	13.9	16.8	30.0	16.8	132,268	36,077	9,969	10,848	2,340	26,731	6,741
Piscataquis	17.3	.0078	33.8	10.3	13.4	16.1	32.3	6.5	49,201	17,911	2,357	2,825	1,677	8,874	1,900
Somerset	46.6	.0211	31.5	10.2	14.9	16.4	28.4	16.1	117,713	36,106	5,970	2,545	3,690	20,620	5,779
Waldo	28.8	.0130	30.4	11.7	14.0	15.9	27.6	9.8	62,286	18,563	5,083	2,570	1,387	12,043	2,873
Washington	35.0	.0157	33.9	10.1	12.4	16.4	32.3	12.4	102,333	33,400	5,699	9,563	2,367	11,827	2,956
York	129.6	.0585	31.3	12.0	14.7	16.1	28.4	45.2	452,756	103,392	47,200	26,839	12,286	89,862	15,825
TOTAL METRO COUNTIES	**470.0**	**.2121**	**30.2**	**14.2**	**14.9**	**16.0**	**26.8**	**162.2**	**2,089,655**	**457,594**	**138,692**	**255,306**	**68,462**	**406,797**	**51,250**
TOTAL STATE	**1,106.0**	**.4991**	**30.8**	**12.7**	**14.7**	**16.1**	**27.7**	**380.1**	**4,206,303**	**988,032**	**298,215**	**438,284**	**131,664**	**815,226**	**121,562**

MAINE
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group:
(A) $8,000–$9,999
(B) $10,000–$14,999
(C) $15,000–$24,999
(D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
△ BANGOR	**839,385**	**16,212**	**6.3**	**17.9**	**33.3**	**21.2**	**.0578**
Penobscot	839,385	16,212	6.3	17.9	33.3	21.2	.0578
• Bangor	202,145	15,319	7.1	17.8	30.1	20.9	.0188
SUBURBAN TOTAL	637,240	16,448	6.0	17.9	34.4	21.3	.0390
LEWISTON - AUBURN	**540,148**	**14,286**	**7.7**	**20.3**	**33.9**	**13.0**	**.0381**
Androscoggin	540,148	14,286	7.7	20.3	33.9	13.0	.0381
• Auburn	145,458	14,961	7.8	19.0	33.7	16.1	.0113
• Lewiston	235,087	13,304	8.2	20.6	31.5	11.5	.0175
SUBURBAN TOTAL	159,603	15,154	6.7	20.9	37.9	12.8	.0093
PORTLAND	**1,596,533**	**17,209**	**5.3**	**16.6**	**33.7**	**24.4**	**.1092**
Cumberland	1,434,131	17,479	5.5	16.1	33.6	25.3	.0998
• Portland	429,599	16,373	6.5	15.8	27.8	26.4	.0300
Sagadahoc	162,402	15,466	4.2	20.2	34.3	17.7	.0094
SUBURBAN TOTAL	1,166,934	17,445	4.9	16.9	35.8	23.7	.0792
OTHER COUNTIES							
Aroostook	482,656	13,792	7.9	23.3	30.8	13.6	.0338
Franklin	165,378	17,364	6.7	16.3	34.6	23.5	.0101
Hancock	254,468	14,520	7.5	19.1	31.1	17.1	.0174
Kennebec	708,311	17,581	5.0	16.9	32.7	26.4	.0465
Knox	212,086	14,702	6.8	18.7	31.4	17.5	.0137
Lincoln	144,757	13,362	7.3	19.6	30.9	13.7	.0097
Oxford	269,007	15,013	6.7	19.6	36.2	13.8	.0171
Piscataquis	107,182	14,543	8.2	22.0	32.3	15.8	.0064
Somerset	267,052	14,491	7.0	21.2	32.2	15.7	.0165
Waldo	168,103	14,602	7.9	20.1	31.2	17.2	.0099
Washington	173,388	11,515	8.7	19.5	25.6	11.3	.0120
York	756,554	15,060	6.5	19.4	34.4	15.8	.0504
TOTAL METRO COUNTIES	**2,976,066**	**16,253**	**6.1**	**17.7**	**33.7**	**21.1**	**.2051**
TOTAL STATE	**6,685,008**	**15,479**	**6.5**	**18.8**	**32.9**	**18.9**	**.4486**

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MARYLAND

MD. S&MM ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GRC UP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	ug ($ 00)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BALTIMORE	**2,158.2**	**.9740**	**30.6**	**13.4**	**16.8**	**17.8**	**24.8**	**747.9**	**8,415,411**	**1,990,079**	**782,253**	**1,098,052**	**384,661**	**1,554,132**	**2 ,626**
Anne Arundel	365.3	.1648	28.6	13.7	18.8	18.6	19.4	119.4	1,512,088	360,985	139,726	217,112	58,680	303,118	702
Baltimore	645.7	.2914	31.6	12.9	16.8	19.5	24.8	227.2	3,492,982	848,275	285,292	548,834	177,507	605,057	,359
Baltimore city	778.3	.3513	31.8	14.1	15.0	15.7	29.5	280.9	2,266,713	489,981	257,310	226,837	104,788	442,492	8 ,098
● Baltimore	778.3	.3513	31.8	14.1	15.0	15.7	29.5	280.9	2,266,713	489,981	257,310	226,837	104,788	442,492	8 ,098
Carroll	95.7	.0432	31.2	12.6	16.9	17.1	26.4	31.7	296,649	80,378	18,863	13,645	10,452	57,905	1 ,662
Harford	150.0	.0677	28.0	14.0	19.0	18.4	18.2	49.3	455,319	122,001	41,099	42,964	15,150	78,645	1 ,366
Howard	123.2	.0556	29.0	11.0	18.3	20.4	18.6	39.4	391,660	88,459	39,963	48,660	18,084	66,915	,439
SUBURBAN TOTAL	1,379.9	.6227	30.1	13.0	17.8	19.1	22.2	467.0	6,148,698	1,500,098	524,943	871,215	279,873	1,111,640	18 ,528
△ **HAGERSTOWN**	**109.8**	**.0495**	**32.2**	**13.5**	**15.6**	**17.5**	**28.1**	**39.7**	**531,062**	**103,877**	**32,485**	**81,339**	**22,294**	**81,757**	**16,121**
Washington	109.8	.0495	32.2	13.5	15.6	17.5	28.1	39.7	531,062	103,877	32,485	81,339	22,294	81,757	16,121
● Hagerstown	37.4	.0169	34.8	12.8	14.7	16.1	33.6	15.2	301,080	62,917	20,904	39,415	10,459	70,905	,945
SUBURBAN TOTAL	72.4	.0326	30.9	13.8	16.2	18.3	25.1	24.5	229,982	40,960	11,581	41,924	11,835	10,852	8,176
OTHER COUNTIES															
Allegany	80.1	.0362	34.6	12.9	14.0	16.7	32.7	30.6	320,902	77,793	25,903	45,456	17,218	51,343	16,130
Calvert	31.2	.0141	28.2	11.0	15.0	14.3	25.5	9.9	68,715	24,357	6,845	1,379	3,145	11,726	3,039
Caroline	22.6	.0102	33.8	10.5	13.6	15.8	32.6	8.7	81,819	25,399	2,870	1,335	1,515	21,394	2,496
☐ Cecil	56.9	.0256	28.9	13.1	17.0	17.0	22.7	17.9	234,667	48,389	19,799	7,025	7,095	47,194	4,980
☐ Charles	69.9	.0316	26.9	11.8	20.2	16.2	17.5	20.6	235,121	56,034	20,259	10,097	8,258	57,620	19,744
Dorchester	30.2	.0136	36.1	10.5	13.6	17.0	34.3	11.5	98,130	26,255	7,950	8,144	2,641	9,581	3,843
Frederick	109.9	.0496	30.2	13.7	16.3	17.1	25.0	36.3	444,056	85,817	32,223	61,241	16,851	77,741	13,725
Garrett	26.8	.0121	32.0	10.2	14.8	15.9	29.6	9.2	87,373	24,958	3,415	4,715	4,685	25,343	2,790
Kent	16.7	.0075	32.7	14.5	13.8	15.5	31.3	6.1	66,358	21,623	6,142	4,769	2,005	10,485	2,90
☐ Montgomery	591.6	.2670	30.8	12.1	17.6	20.1	22.4	201.8	2,941,077	595,080	219,801	527,523	181,088	536,640	107,917
Rockville	51.2	.0231	27.7	12.1	19.6	21.3	14.5	16.0	337,068	57,777	29,746	22,357	27,301	81,174	8,697
☐ Prince Georges	665.2	.3002	27.1	16.5	22.0	17.1	15.6	222.3	3,043,352	646,274	217,928	477,687	128,807	621,118	129,285
Queen Annes	23.8	.0108	33.9	10.7	14.4	16.2	32.3	8.1	62,250	15,479	7,227	1,378	1,374	16,044	978
St. Marys	55.4	.0250	24.0	19.4	19.4	13.0	14.9	16.6	144,955	34,722	12,752	12,747	8,287	25,268	4,700
Somerset	18.9	.0085	34.4	12.5	12.3	14.9	34.3	6.7	34,798	11,168	3,499	1,213	1,170	6,059	825
Talbot	27.4	.0124	37.5	10.4	13.6	16.0	36.6	10.7	151,142	34,751	12,327	2,310	8,847	32,912	5,509
Wicomico	61.2	.0276	32.1	12.2	15.0	17.2	28.4	22.4	339,909	75,176	24,285	52,151	14,685	62,248	9,758
Worcester	27.4	.0124	34.2	10.5	13.6	16.9	32.1	10.0	212,094	52,233	36,738	7,723	8,269	47,215	6,333
TOTAL METRO COUNTIES	**3,651.6**	**1.6479**	**29.8**	**13.7**	**17.9**	**18.0**	**22.7**	**1,250.2**	**15,400,690**	**3,439,733**	**1,292,525**	**2,201,723**	**732,203**	**2,898,461**	**548,673**
TOTAL STATE	**4,183.2**	**1.8879**	**30.0**	**13.6**	**17.6**	**17.8**	**23.4**	**1,437.0**	**17,513,191**	**3,949,464**	**1,474,699**	**2,406,284**	**822,895**	**3,295,820**	**621,701**

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CIRCULATION DOMINANCE The Baltimore Sun is the most widely read newspaper in Maryland, with 350,848 daily circulation and 374,989 Sunday.

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ADVERTISER'S CONFIDENCE The Baltimore Sun runs 74% of all advertising linage placed in the market's major newspapers. Nationally, The Sunday Sun ranks third in Total Display Linage.

The Baltimore Sun can mean business for you. Our Media and Marketing package has profiles of your customers in Baltimore, the nation's 14th largest market. Call our Marketing Manager at (301) 332-6241 or CWO&O for your copy.

The Baltimore Sun is represented nationally by Cresmer, Woodward, O'Mara and Ormsbee.

Sources: ABC Fas-Fax Report, 3/31/80, Nelson Study, 1978, Media Records, 1979.

MD.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
BALTIMORE	**15,053,484**	**17,924**	**5.3**	**16.2**	**34.4**	**26.5**	**.9443**
Anne Arundel	2,429,909	18,365	5.0	17.1	38.7	25.5	.1591
Baltimore	5,484,289	21,418	3.3	12.4	37.5	36.9	.3458
Baltimore city	4,616,843	14,203	7.1	18.9	29.5	17.4	.2895
• Baltimore	4,616,843	14,203	7.1	18.9	29.5	17.4	.2895
Carroll	569,403	16,626	6.1	18.2	37.4	19.5	.0362
Harford	997,583	17,766	5.5	18.7	36.4	24.1	.0597
Howard	955,457	22,644	3.4	12.0	33.2	42.0	.0540
SUBURBAN TOTAL	10,436,641	19,9[illegible]	4.1	14.6	37.3	32.0	.6548
△ **HAGERSTOWN**	**710,337**	**16,240**	**6.2**	**17.1**	**33.7**	**21.1**	**.0498**
Washington	710,337	16,240	6.2	17.1	33.7	21.1	.0498
• Hagerstown	242,536	14,098	7.3	18.4	30.3	16.3	.0211
SUBURBAN TOTAL	467,801	17,461	5.4	16.3	35.9	24.1	.0287
OTHER COUNTIES							
Allegany	426,417	12,887	7.3	22.0	30.1	10.1	.0312
Calvert	162,398	14,510	6.8	19.6	31.2	16.9	.0101
Caroline	116,654	11,678	8.7	20.1	27.6	9.8	.0085
☐ Cecil	330,422	15,640	6.9	21.7	35.9	17.1	.0213
☐ Charles	502,905	22,609	3.5	10.7	29.5	42.7	.0247
Dorchester	168,690	12,554	8.4	18.6	26.9	14.4	.0113
Frederick	732,702	18,334	4.5	16.5	34.0	27.9	.0476
Garrett	115,531	10,757	9.7	21.4	25.1	7.1	.0069
Kent	97,697	12,966	8.4	19.0	27.6	14.7	.0068
☐ Montgomery	6,121,113	27,315	2.6	8.8	24.8	56.0	.34[illegible]9
Rockville	407,796	24,038	2.8	10.3	30.8	46.9	.02[illegible]
☐ Prince Georges	5,546,502	23,216	3.1	11.5	32.4	44.1	.3342
Queen Annes	137,438	14,363	6.5	17.1	28.0	19.9	.0085
St. Marys	283,345	13,748	8.5	23.6	28.5	15.9	.0187
Somerset	100,384	9,671	8.9	17.1	22.7	8.8	.0059
Talbot	193,300	14,091	8.6	17.8	27.9	19.0	.0135
Wicomico	372,919	14,601	7.4	17.3	30.9	17.7	.0286
Worcester	157,041	13,136	6.9	17.0	27.1	16.8	.0145
TOTAL METRO COUNTIES	**28,264,763**	**19,970**	**4.5**	**14.2**	**32.3**	**34.4**	**1.7232**
TOTAL STATE	**31,329,279**	**19,179**	**4.8**	**14.8**	**32.1**	**32.1**	**1.9373**

MASSACHUSETTS

MASS.
S&MM ESTIMATES

	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BOSTON - LOWELL - BROCKTON - LAWRENCE - HAVERHILL	**3,901.6**	**1.7608**	**31.0**	**13.9**	**16.4**	**16.6**	**26.6**	**1,366.4**	**14,664,190**	**3,238,264**	**1,449,135**	**1,884,945**	**547,984**	**2,165,746**	**471,442**
Essex	624.6	.2819	32.7	11.8	15.1	17.0	29.6	226.8	2,576,193	509,006	260,499	417,591	83,445	422,171	78,685
• Haverhill	44.8	.0202	34.5	11.7	13.5	15.3	34.1	16.9	206,924	44,607	14,284	15,871	9,297	45,334	6,947
• Lawrence	65.4	.0295	34.3	13.2	13.8	14.8	34.2	25.5	198,361	40,124	17,688	5,264	14,050	47,832	8,022
Lynn	78.5	.0354	34.1	12.3	14.0	15.5	33.2	30.7	255,001	59,204	18,902	8,826	9,955	74,631	12,729
Peabody	45.5	.0205	30.6	10.4	18.4	18.9	23.1	15.4	289,727	29,459	15,487	125,992	7,376	24,969	3,861
Salem	38.2	.0172	33.0	14.6	14.4	15.1	32.0	14.9	162,222	47,688	16,758	21,270	6,714	23,007	5,205
Middlesex	1,382.7	.6240	30.7	14.1	17.0	17.0	25.7	471.1	5,159,326	1,145,566	423,607	630,662	218,487	810,788	167,126
Arlington	50.4	.0227	34.2	12.0	17.0	15.7	33.0	18.9	110,336	24,774	4,733	1,423	6,242	37,367	4,065
Cambridge	99.7	.0450	28.3	28.0	21.9	11.5	23.9	40.5	559,484	88,966	59,783	107,047	25,575	34,472	13,849
Everett	39.1	.0176	33.8	13.4	15.5	16.3	31.7	14.7	64,049	21,013	5,236	1,395	4,452	5,003	2,795
Framingham	66.6	.0301	29.7	14.1	19.1	18.2	21.7	22.6	368,917	60,927	46,818	57,560	22,780	69,832	8,694
• Lowell	89.5	.0404	31.2	15.3	14.5	15.4	29.1	32.5	298,005	58,116	19,074	43,781	9,138	84,032	10,579
Malden	54.7	.0247	33.9	13.0	15.1	15.4	33.0	20.6	141,067	30,002	11,325	16,031	5,561	25,239	4,810
Medford	57.8	.0261	33.4	14.7	14.2	16.4	31.3	20.2	213,624	61,226	10,555	11,312	6,934	38,435	13,540
Newton	86.5	.0390	33.7	15.5	13.4	17.5	30.7	29.3	408,494	87,743	39,000	56,255	14,799	56,846	13,305
Somerville	77.1	.0348	31.4	15.5	17.2	14.9	28.9	29.0	194,820	64,735	14,350	15,357	2,427	22,511	7,099
Waltham	55.0	.0248	30.7	17.6	16.8	16.3	26.5	18.7	283,884	57,783	30,610	22,299	21,960	32,967	8,682
Norfolk	621.2	.2804	32.0	12.6	15.6	17.9	27.5	208.7	2,234,509	537,761	182,713	269,482	87,828	355,113	67,464
Brookline	50.3	.0227	37.9	18.5	15.6	12.8	39.7	22.2	138,494	43,404	19,120	2,159	12,456	13,221	4,915
Quincy	92.9	.0419	33.9	13.5	14.9	15.7	32.6	34.8	329,505	77,659	29,926	35,428	13,579	47,858	15,816
Weymouth	57.7	.0260	30.5	12.3	14.6	18.9	24.5	18.8	170,169	46,273	11,606	16,699	5,127	20,439	7,182
Plymouth	405.9	.1832	30.0	11.0	17.5	16.8	24.4	135.4	1,457,782	341,748	130,073	189,124	47,727	224,023	43,868
• Brockton	97.7	.0441	30.6	12.1	17.0	15.9	26.6	34.3	413,514	88,249	40,864	80,820	14,170	54,792	12,887

Lowell, Mass.

"The changes in the region, and in Lowell in particular, are startingly obvious"

—**The New York Times**
January 22, 1980

"One of the biggest current projects and the prototype for future national urban parks is the Lowell National Historical Park

Lowell will again display, in refurbished 19th century dress, the historic resources that helped spark America's industrial growth and might

—**The Washington Post**
February 17, 1980

"Lowell is booming again as computer companies locate or expand their operations away from Boston

—**Chain Store Age Executive**
May, 1980

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- ★Reach these decision-makers and their families through their favorite non-business daily: The SUN - every day and Sunday

THE SUN
15 Kearney Sq., Lowell, Mass. 01852
(617) 458-7100

Represented Nationally by:
STORY & KELLY-SMITH, INC

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Travel
Food
Globe

The people who buy The Boston Globe buy a whole lot more. That's because they have the money to afford more. More vacations. More investments. More clothes. More home improvement loans. More of whatever you're selling. When you want to sell the people who buy, buy The Boston Globe. Because Boston buys what it sees in The Globe.

BOSTON GLOBE COVERAGE OF SMSA HOUSEHOLDS

Selected Demographic and Buying Categories*

		DAILY GLOBE		SUNDAY GLOBE	
	Total SMSA Market	% Coverage of all Households	% Coverage of Newspaper-Reading Households	% Coverage of all Households	% Coverage of Newspaper-Reading Households
Total Households	100%	46%	78%	59%	80%
Income $25,000 and over	19	61	86	76	89
Female Head 25 to 34	28	43	87	65	86
Head of Household Professional or Manager	12	63	92	77	93
Female Household Head Employed Full-Time	18	53	90	65	89
Male Household Head College Graduate	19	63	92	79	94
Travel in Past Year					
Vacation Trips (3 or more)	12	58	84	71	89
Vacation Trips by Air	18	51	81	70	83
Business Trips by Air	8	58	83	74	86

		DAILY GLOBE		SUNDAY GLOBE	
	Total SMSA Market	% Coverage of all Households	% Coverage of Newspaper-Reading Households	% Coverage of all Households	% Coverage of Newspaper-Reading Households
Heavy Food Purchasers	52%	46%	78%	62%	80%
Have Bank Charge Card	42	55	84	70	84
Own Stocks/Bonds	20	52	83	72	86
Bought Home Improvement Products Last Year	33	49	83	66	84
Clothes Bought in Past Year					
Women's Coat	37	48	80	64	82
Women's Suit	25	52	79	66	80
Men's Outer Coat	12	52	85	72	88
Men's Slacks	51	47	78	66	82
Children's Clothing	52	44	81	62	81
Own a Microwave Oven	3	59	85	68	83
Own Home	56	49	79	67	82
Own Vacation Property	5	55	83	71	85

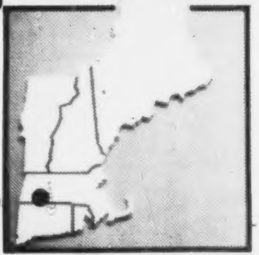
* Source: **Profile Boston**, households in the Boston SMSA, year 1979. **Profile Boston** is a continuing research study on household buying and media exposure patterns in the Boston 5-County and SMSA markets, conducted for The Boston Globe by Carl Nelson Research, Inc., Chicago. Please contact your nearest Globe or Million Market Newspapers representative for up-to-date data. The above table contains but a fraction of the vast amount of data available.

The Boston Globe

"Have you been seen in The Globe today?"

A Wholly Owned Subsidiary of Affiliated Publications, Inc. A Million Market Newspaper: New York, Philadelphia, Detroit, Chicago, Los Angeles, San Francisco, Atlanta. In Florida, The Leonard Co. In Canada, American Publishers' Representatives.

Springfield is first in New England... by far.



First in Daily A.D.I. COVERAGE

Springfield Union/News 62%
Providence Journal Bulletin 40%
Portland Express-Press Herald 28%
Hartford Courant 27%
Boston Globe 24%
New Haven Register/Journal Courier 17%
Boston Herald American 14%
Worcester Telegram-Gazette 8%
Source: Circulation '79/80

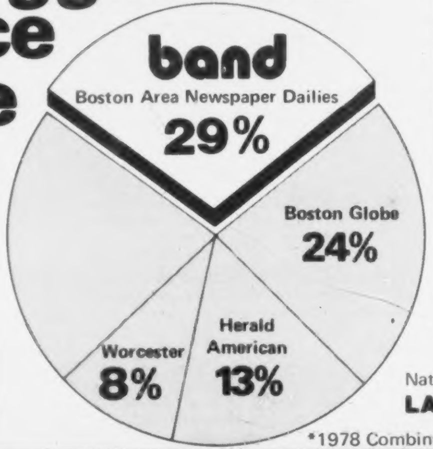
Springfield is the first choice in New England for testing new products and advertising strategies. If you're not in Springfield, you're not reaching New England.

SPRINGFIELD NEWSPAPERS
Largest in Massachusetts outside Boston
Represented by Newhouse Newspapers

MASS. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Drug ($000)
Suffolk	680.2	3069	30.2	19.1	15.9	13.9	28.5	263.3	2,333,723	474,070	378,721	293,491	76,754	190,196	95,004
• Boston	600.5	2710	29.9	19.7	15.8	13.7	28.2	233.5	2,035,873	400,479	350,956	266,491	64,908	156,679	82,444
Revere	40.0	0181	33.5	12.6	15.3	16.9	30.8	15.0	157,088	46,823	17,169	14,175	6,148	16,812	2,703
Rockingham, N. H.	*187.0*	*.0844*	*29.3*	*11.8*	*18.8*	*17.0*	*22.3*	*61.1*	*902,657*	*230,113*	*73,522*	*84,395*	*33,743*	*163,455*	*19,295*
SUBURBAN TOTAL	3,003.7	1.3556	31.1	12.9	16.6	17.3	26.2	1,023.7	11,511,512	2,606,689	1,006,269	1,472,718	436,421	1,777,077	350,563
NEW BEDFORD - FALL RIVER	**470.7**	**.2125**	**32.4**	**12.2**	**14.8**	**16.7**	**29.5**	**170.2**	**1,690,196**	**390,274**	**141,393**	**248,846**	**83,136**	**277,025**	**48,626**
Bristol	470.7	.2125	32.4	12.2	14.8	16.7	29.5	170.2	1,690,196	390,274	141,393	248,846	83,136	277,025	48,626
• Fall River	101.3	0457	34.4	12.4	13.7	16.0	33.2	39.7	255,555	63,569	18,706	32,606	16,937	43,011	9,611
• New Bedford	98.5	0445	35.4	12.2	12.9	16.4	34.1	38.6	268,831	52,395	25,421	12,105	27,740	49,762	10,394
Taunton	41.4	0187	32.5	11.8	15.2	16.3	29.9	14.1	146,994	42,121	8,255	9,596	8,460	29,298	4,438
SUBURBAN TOTAL	270.9	1223	30.9	12.1	16.0	17.1	26.4	91.9	1,165,810	274,310	97,266	204,135	38,459	184,252	28,621
PITTSFIELD	**141.6**	**.0639**	**32.6**	**12.7**	**14.1**	**16.7**	**30.0**	**50.7**	**585,978**	**150,701**	**43,394**	**70,134**	**19,831**	**79,121**	**14,379**
Berkshire	141.6	.0639	32.6	12.7	14.1	16.7	30.0	50.7	585,978	150,701	43,394	70,134	19,831	79,121	14,379
• Pittsfield	53.9	0243	32.8	11.8	14.1	17.0	30.0	19.8	263,863	62,457	14,380	41,275	12,484	37,367	5,927
SUBURBAN TOTAL	87.7	.0396	32.5	13.3	14.1	16.5	30.0	30.9	322,115	88,244	29,014	28,859	7,347	41,754	8,452
SPRINGFIELD - CHICOPEE - HOLYOKE	**588.3**	**.2655**	**30.4**	**16.1**	**14.8**	**16.2**	**27.0**	**204.0**	**2,202,622**	**587,641**	**176,689**	**226,841**	**66,695**	**346,278**	**59,578**
Hampden	453.0	.2044	31.6	13.1	15.0	16.9	28.0	162.9	1,782,995	475,152	134,227	195,512	55,102	294,016	47,333
• Chicopee	57.5	.0259	29.8	15.0	16.3	17.3	24.3	19.6	230,047	76,783	18,870	33,200	4,295	30,059	5,536
• Holyoke	43.5	.0196	34.0	12.0	13.7	14.5	34.1	17.1	155,896	43,754	11,811	8,369	6,329	35,191	6,016
• Springfield	167.7	0757	32.2	13.9	14.0	15.7	30.4	63.4	693,677	167,452	46,391	83,851	26,687	102,051	17,610

Get the biggest and best slice of the Boston ADI



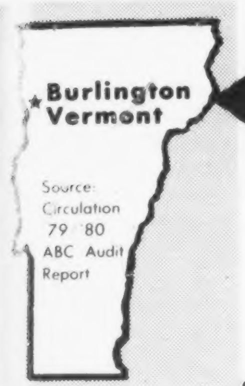
BAND not only leads with 29% circulation coverage, BAND leads in annual retail linage among all Boston papers. Plus BAND reader households spend 23% - 28% more on food than the average Boston or U.S. household.* Advertise now in the biggest newspaper buy in the Boston ADI.

TOTAL CIRCULATION: 573,848
ADI CIRCULATION: 537,940

Boston Area Newspaper Dailies
band

Nationally Marketed by
LANDON ASSOCIATES, INC.

*1978 Combined Survey Study.



Source: Circulation 79 '80 ABC Audit Report

A "TOP 100" ADI MARKET

The Free Press is the dominant newspaper in the Burlington/Plattsburgh ADI, with 81% coverage of the Burlington Metro Area.

- 98th in Population
- 99th in Households

The Burlington Free Press

Burlington, Vt   A Gannett Newspaper   802-863-3441   Gannett Newspaper Advertising Sales

MASS. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Hampshire	135.3	.0611	26.3	26.0	14.0	14.0	23.7	41.1	419,627	112,489	42,462	31,329	11,593	52,262	12,245
SUBURBAN TOTAL	319.6	.1443	29.2	18.0	15.1	16.5	24.8	103.9	1,123,002	299,652	99,617	101,421	29,384	178,977	30,416
WORCESTER - FITCHBURG - LEOMINSTER	**646.7**	**.2919**	**31.7**	**13.2**	**14.8**	**16.2**	**28.9**	**222.2**	**2,461,823**	**567,640**	**178,202**	**321,098**	**105,514**	**405,545**	**77,394**
Worcester	646.7	.2919	31.7	13.2	14.8	16.2	28.9	222.2	2,461,823	567,640	178,202	321,098	105,514	405,545	77,394
• Fitchburg	38.6	.0174	31.4	15.5	13.6	15.5	29.7	14.3	169,782	48,679	9,817	23,635	5,785	29,259	7,253
• Leominster	36.0	.0162	30.6	12.3	15.1	17.8	25.5	12.4	164,954	30,961	10,305	36,792	7,116	20,803	4,591
• Worcester	168.8	.0762	34.0	14.9	12.8	15.0	33.8	60.5	717,822	143,296	50,495	96,804	46,241	162,789	22,652
SUBURBAN TOTAL	403.3	.1821	31.0	12.4	15.6	16.7	27.0	135.0	1,409,265	344,704	107,585	163,867	46,372	192,694	42,598
OTHER COUNTIES															
Barnstable	146.1	.0659	35.4	9.7	13.8	15.3	35.1	57.0	840,749	199,061	117,687	78,559	25,878	86,044	21,824
Dukes	9.0	.0040	37.4	8.7	12.8	14.8	37.5	4.1	56,967	11,983	7,536	758	1,225	4,664	1,060
Franklin	64.9	.0293	32.6	12.3	14.4	15.7	30.9	24.5	192,789	35,659	17,153	17,760	6,422	39,008	7,814
Nantucket	5.6	.0025	34.0	10.0	13.7	16.3	32.3	2.1	47,066	10,853	8,485	448	375	3,113	802
TOTAL METRO COUNTIES	**5,561.9**	**2.5102**	**31.2**	**14.0**	**15.7**	**16.5**	**27.6**	**1,952.4**	**20,702,152**	**4,704,407**	**1,915,291**	**2,667,469**	**789,417**	**3,110,260**	**652,124**
TOTAL STATE	**5,787.5**	**2.6119**	**31.3**	**13.8**	**15.7**	**16.5**	**27.8**	**2,040.1**	**21,839,723**	**4,961,963**	**2,066,152**	**2,764,994**	**823,317**	**3,243,089**	**683,624**

If we told you a buy with *one* ad in the Boston Herald American plus *one* ad in the Boston Globe costs less and has a better reach than two ads in the Globe you'd say:

"BULL!"

But it's all true. Fact. Not fiction. If you've pledged your allegiance to one Boston newspaper, you're missing a great newspaper scoop. And you're missing out on a truly brilliant media buy. Check out the figures.

	2 ADS GLOBE	1 AD HERALD AMERICAN 1 AD GLOBE
Cost per line	$7.40	$6.69
Reach (Adults 18+)	1,571,000	1,807,700
C.P.M.	$4.71	$3.70
Coverage of A.D.I.	41%	47%

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*Source: Research Data, Inc. 1979

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WORCESTER

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New Worcester

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WORCESTER TELEGRAM & GAZETTE
Daily 144,259 Sunday 108,209
Represented by CWO & O

MASS.
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
BOSTON - LOWELL - BROCKTON - LAWRENCE - HAVERHILL	**30,256,753**	**19,569**	**4.7**	**13.6**	**31.5**	**32.9**	**1.7825**
Essex	4,930,664	19,472	4.6	13.4	31.3	32.3	.2958
• Haverhill	338,206	16,642	6.1	15.4	31.7	23.3	.0215
• Lawrence	456,427	15,234	6.0	17.5	31.1	19.7	.0267
Lynn	541,151	15,914	6.4	16.2	30.9	21.8	.0324
Peabody	351,955	21,699	3.3	11.3	34.9	37.2	.0248
Salem	303,742	18,952	4.4	13.7	31.5	30.2	.0183
Middlesex	10,782,322	20,338	4.3	12.9	32.9	34.9	.6323
Arlington	415,395	20,414	4.4	12.9	35.3	33.9	.0211
Cambridge	817,282	15,792	6.2	17.1	28.5	24.3	.0532
Everett	263,442	16,911	5.5	17.0	37.7	20.3	.0138
Framingham	552,303	22,332	4.0	11.6	31.1	41.4	.0355
• Lowell	539,377	15,034	6.6	17.9	32.6	17.6	.0348
Malden	387,065	17,455	5.1	15.1	34.2	25.0	.0217
Medford	404,477	18,528	4.6	15.1	35.4	27.6	.0249
Newton	964,672	26,618	2.9	9.1	24.5	53.9	.0514
Somerville	492,144	15,720	6.5	18.7	34.6	18.4	.0288
Waltham	385,681	19,173	4.8	14.6	34.9	29.2	.0265
Norfolk	5,821,116	24,531	3.0	9.4	27.9	48.5	.3114
Brookline	695,030	23,219	3.6	11.4	24.0	46.2	.0307
Quincy	824,771	22,008	4.0	11.5	28.9	40.9	.0450
Weymouth	459,579	22,720	3.2	9.6	33.7	41.6	.0252
Plymouth	2,830,858	19,329	4.6	13.7	35.6	29.7	.1735
• Brockton	632,402	17,075	5.6	15.6	35.4	22.6	.0423
Suffolk	4,592,216	14,758	6.9	18.0	29.0	20.1	.2820
• Boston	4,026,956	14,427	7.1	18.3	28.5	19.4	.2474
Revere	288,156	17,943	5.0	15.5	33.7	26.4	.0178
Rockingham, N. H.	*1,299,577*	*19,542*	*4.7*	*14.4*	*34.8*	*31.0*	*.0875*
SUBURBAN TOTAL	24,263,385	21,126	4.0	12.2	32.0	37.4	1.4098
NEW BEDFORD - FALL RIVER	**3,012,150**	**16,159**	**5.8**	**16.5**	**34.3**	**19.9**	**.1926**
Bristol	3,012,150	16,159	5.8	16.5	34.3	19.9	.1926
• Fall River	597,749	13,434	6.8	19.1	31.5	12.3	.0362
• New Bedford	570,567	12,832	7.2	18.5	28.8	13.2	.0356
Taunton	247,779	16,572	5.6	17.7	37.7	18.4	.0164
SUBURBAN TOTAL	1,843,834	18,751	4.7	14.6	37.8	26.1	.1208
PITTSFIELD	**1,045,492**	**18,817**	**4.6**	**13.8**	**33.8**	**29.2**	**.0649**
Berkshire	1,045,492	18,817	4.6	13.8	33.8	29.2	.0649
• Pittsfield	412,984	19,288	4.1	13.3	33.3	30.6	.0266
SUBURBAN TOTAL	632,508	18,536	4.9	14.1	34.0	28.3	.0383
SPRINGFIELD - CHICOPEE - HOLYOKE	**4,041,954**	**17,718**	**5.3**	**15.3**	**34.3**	**25.4**	**.2524**
Hampden	3,242,210	17,965	5.2	14.8	33.8	26.4	.2013
• Chicopee	375,106	17,364	5.3	17.1	38.3	21.6	.0246
• Holyoke	282,420	14,478	6.2	16.3	29.8	18.5	.0179
• Springfield	1,107,420	15,932	6.3	16.1	32.4	20.7	.0728
Hampshire	799,744	16,822	5.5	17.4	35.7	21.6	.0511
SUBURBAN TOTAL	2,277,008	19,308	4.5	14.3	35.4	30.0	.1371
WORCESTER - FITCHBURG - LEOMINSTER	**4,630,721**	**18,833**	**4.6**	**14.0**	**34.7**	**28.7**	**.2847**
Worcester	4,630,721	18,833	4.6	14.0	34.7	28.7	.2847
• Fitchburg	262,540	17,015	5.5	14.9	34.2	22.8	.0173
• Leominster	264,290	18,908	3.9	12.5	35.2	30.2	.0170
• Worcester	1,203,142	17,156	5.6	15.3	31.6	25.5	.0767
SUBURBAN TOTAL	2,900,749	19,681	4.2	13.4	36.1	30.6	.1737
OTHER COUNTIES							
Barnstable	947,828	13,870	8.1	19.6	28.3	17.5	.0709
Dukes	58,543	12,189	10.0	22.9	24.5	13.3	.0045
Franklin	442,027	16,619	6.1	17.1	33.6	22.0	.0260
Nantucket	32,753	14,087	4.4	19.4	31.0	14.5	.0031
TOTAL METRO COUNTIES	**41,687,493**	**18,928**	**4.8**	**14.0**	**32.5**	**30.5**	**2.4896**
TOTAL STATE	**43,168,644**	**18,730**	**4.9**	**14.3**	**32.1**	**30.1**	**2.5941**

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2.3 billion dollars in Retail Sales
4.2 billion dollars in E.B.I.
Stake Your Claim Now in the
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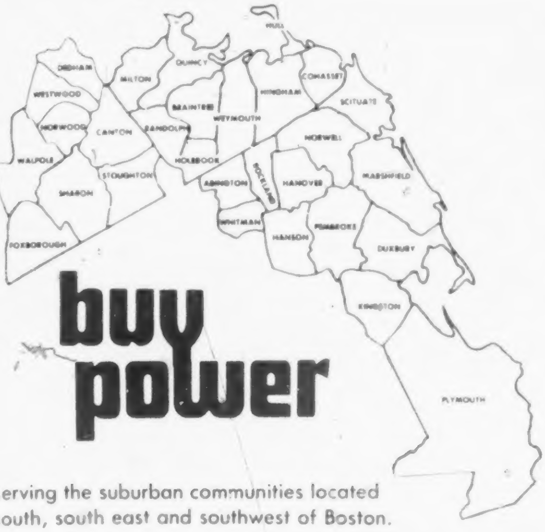
WORCESTER TELEGRAM & GAZETTE
Daily 144,259 Sunday 108,209
Represented by CWO & O



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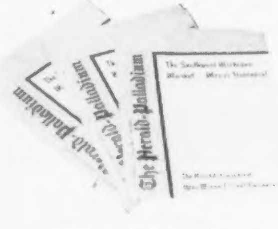
MICHIGAN

MICH. SMM ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ANN ARBOR	**258.6**	**.1167**	**24.8**	**26.3**	**19.7**	**13.6**	**15.9**	**86.7**	**1,218,917**	**169,488**	**119,827**	**226,760**	**66,568**	**242,452**	**41,148**
Washtenaw	258.6	.1167	24.8	26.3	19.7	13.5	15.9	86.7	1,218,917	169,488	119,827	226,760	66,568	242,452	41,148
• Ann Arbor	108.0	.0487	24.5	31.7	22.5	11.5	13.6	39.0	644,923	95,991	65,064	134,700	47,095	68,006	22,250
SUBURBAN TOTAL	150.6	.0680	25.2	22.5	17.7	15.1	17.5	47.7	573,994	73,497	54,763	92,060	19,473	174,446	18,898
BATTLE CREEK	**183.6**	**.0829**	**30.3**	**12.5**	**16.2**	**17.0**	**25.4**	**65.3**	**632,926**	**127,522**	**64,569**	**107,861**	**27,312**	**115,743**	**21,838**
Barry	43.1	.0195	30.4	11.1	16.5	16.6	25.8	14.7	84,203	28,977	5,917	1,651	1,920	14,461	2,493
Calhoun	140.5	.0634	30.3	13.0	16.2	17.1	25.2	50.6	548,723	98,545	58,652	106,210	25,392	101,282	19,345
• Battle Creek	38.9	.0176	32.0	13.7	14.0	14.6	31.2	16.0	208,288	29,369	12,904	36,435	6,818	52,435	7,204
SUBURBAN TOTAL	144.7	.0653	29.9	12.2	16.9	17.6	23.8	49.3	424,638	98,153	51,665	71,426	20,494	63,308	14,634
BAY CITY	**120.7**	**.0545**	**28.9**	**13.0**	**16.3**	**16.0**	**24.0**	**39.6**	**517,194**	**108,255**	**42,225**	**67,308**	**20,177**	**123,322**	**14,696**
Bay	120.7	.0545	28.9	13.0	16.3	16.0	24.0	39.6	517,194	108,255	42,225	67,308	20,177	123,322	14,696
• Bay City	47.7	.0215	30.9	13.3	14.2	14.5	29.7	16.9	259,798	48,828	18,958	48,544	8,901	49,627	7,252
SUBURBAN TOTAL	73.0	.0330	27.8	12.8	17.5	17.1	20.3	22.7	257,396	59,427	23,267	18,764	11,276	73,695	7,444
△ BENTON HARBOR - ST. JOSEPH	**213.7**	**.0964**	**29.9**	**12.1**	**16.1**	**16.8**	**25.0**	**76.4**	**827,475**	**201,407**	**72,739**	**76,873**	**64,518**	**156,118**	**25,287**
Berrien	169.1	.0763	29.7	12.2	16.2	16.8	24.6	60.5	726,713	171,765	61,844	74,850	62,892	130,693	22,345
• Benton Harbor	14.9	.0067	27.3	13.2	14.6	13.7	26.0	5.4	104,098	8,932	6,592	20,961	2,071	30,741	4,833
• St. Joseph	11.2	.0051	36.1	12.7	12.7	16.4	34.8	4.8	99,870	4,985	9,609	1,521	32,476	8,056	1,608
Cass	44.6	.0201	30.7	11.7	15.8	17.0	26.3	15.9	100,762	29,642	10,895	2,023	1,626	25,425	2,942
SUBURBAN TOTAL	187.6	.0846	29.8	12.0	16.5	17.0	24.5	66.2	623,507	187,490	56,538	54,391	29,971	117,321	18,846



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*Est. E.B.I. Benton Harbor/St. Joseph, MI. Potential SMSA SMM - Survey of Buying Power - July, 1980

MICH. (cont.)
SM ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Dr ($0
DETROIT	**4,371.9**	**1.9730**	**29.7**	**12.6**	**16.7**	**17.7**	**23.5**	**1,485.1**	**20,647,704**	**4,317,466**	**1,742,771**	**2,679,224**	**945,581**	**4,715,647**	**822,[illegible]79**
Lapeer	70.6	0319	27.7	11.7	17.8	16.2	20.8	21.3	218,397	59,501	16,677	8,545	7,146	56,062	12,[illegible]35
Livingston	94.7	.0427	28.5	10.8	18.3	16.6	21.6	30.2	333,393	83,770	31,638	26,965	11,769	62,261	15,[illegible]89
Macomb	702.4	.3170	28.6	12.0	19.8	19.5	17.8	222.8	3,664,670	864,667	269,507	441,366	185,729	893,040	143,[illegible]23
East Detroit	42.6	0192	32.9	12.2	13.1	20.7	26.5	14.0	294,318	69,057	14,544	2,573	11,902	135,402	13,[illegible]10
Roseville	57.9	0261	27.1	14.7	19.6	18.2	16.2	18.6	341,766	74,418	26,410	108,171	14,840	36,105	11,[illegible]16
St. Clair Shores	83.7	0378	30.7	10.7	15.8	22.4	20.8	26.9	308,238	84,094	36,320	26,151	13,689	56,165	17,[illegible]
Sterling Heights	110.8	0500	26.3	10.0	21.4	18.3	13.0	34.5	677,590	129,730	31,993	139,898	27,108	183,866	16,9[illegible]
Warren	170.3	0769	28.6	10.8	20.7	20.8	16.1	52.9	853,319	252,291	74,249	79,944	45,465	157,766	30,3[illegible]
Oakland	1,010.5	.4560	29.6	12.3	17.3	18.9	21.6	331.0	5,894,176	1,090,747	506,433	795,932	312,215	1,297,261	217,625
Pontiac	80.3	0362	27.9	15.7	17.6	14.6	22.9	26.9	352,576	54,979	24,372	55,009	12,745	100,124	12,8[illegible]
Royal Oak	78.5	0354	31.0	12.8	17.6	18.1	24.8	28.1	423,907	65,962	39,016	18,814	25,139	133,483	13,04[illegible]
Southfield	79.8	0360	32.6	10.6	14.5	21.0	25.5	25.8	1,070,488	124,459	99,077	264,264	62,423	200,377	29,0[illegible]
St. Clair	134.6	.0608	29.9	11.9	15.0	16.1	26.2	46.8	527,277	122,871	53,239	52,382	22,815	94,631	22,365
Wayne	2,359.1	1.0646	30.4	13.1	15.4	16.9	26.0	833.0	10,009,791	2,095,910	865,277	1,354,034	405,907	2,312,392	411,262
Allen Park	36.1	0163	31.7	11.3	13.1	21.6	24.1	11.4	122,710	38,778	17,540	10,866	8,452	9,898	9,6[illegible]
Dearborn	92.0	0415	35.9	12.2	12.7	17.6	33.4	34.4	1,153,003	101,406	87,234	189,502	68,895	345,446	43,94[illegible]
Dearborn Heights	70.6	0319	28.9	10.9	16.9	20.4	19.3	22.3	247,254	87,910	38,952	1,723	7,131	18,318	8,979
● Detroit	1,217.2	5493	31.6	13.5	14.7	15.5	29.5	454.3	3,071,063	700,208	321,196	207,374	101,600	804,280	133,788
Garden City	38.0	0171	25.7	11.0	17.4	20.8	13.1	10.6	178,976	13,034	17,056	7,254	2,906	88,993	2,21[illegible]
Lincoln Park	46.0	0208	29.5	14.7	14.6	19.8	22.1	16.0	278,532	69,118	15,309	54,847	11,188	32,389	13,091
Livonia	113.0	0510	27.8	8.4	17.0	22.5	15.3	32.5	849,881	169,318	50,384	167,561	71,837	126,499	37,034
Taylor	79.0	0357	25.4	12.9	21.0	17.7	12.1	23.5	535,792	104,658	32,006	145,401	12,595	104,254	16,195
Westland	95.7	0432	26.4	12.3	22.6	17.2	13.2	29.3	482,700	118,211	31,250	105,494	11,325	84,174	17,993
Wyandotte	36.1	0163	30.5	13.8	13.7	16.7	27.2	13.0	69,342	13,753	10,168	4,782	8,307	8,542	5,563
SUBURBAN TOTAL	3,154.7	1.4237	29.1	12.3	17.4	18.6	21.2	1,030.8	17,576,641	3,617,258	1,421,575	2,471,850	843,981	3,911,367	689,141
DETROIT - ANN ARBOR CONSOLIDATED AREA	***4,630.5***	***2.0897***	***29.4***	***13.4***	***16.9***	***17.5***	***23.0***	***1,571.8***	***21,866,621***	***4,486,954***	***1,862,598***	***2,905,984***	***1,012,149***	***4,958,099***	***864,077***
FLINT	**522.5**	**.2358**	**27.9**	**13.1**	**17.6**	**17.5**	**20.0**	**179.6**	**2,560,564**	**479,237**	**187,686**	**437,391**	**127,809**	**664,398**	**85,014**
Genesee	450.7	.2034	27.8	13.3	17.7	17.6	19.6	155.4	2,305,489	418,036	171,365	414,665	119,002	599,550	75,083
● Flint	169.6	0765	28.4	14.7	17.2	15.6	23.0	62.2	733,445	139,308	74,923	37,797	51,518	191,691	31,068
Shiawassee	71.8	.0324	28.4	11.9	17.4	16.4	22.1	24.2	255,075	61,201	16,321	22,726	8,807	64,848	9,931
SUBURBAN TOTAL	352.9	.1593	27.7	12.3	17.8	18.4	18.5	117.4	1,827,119	339,929	112,763	399,594	76,291	472,707	53,946

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MICH. (cont.)

ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROU 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Dru ($0
GRAND RAPIDS	**587.7**	**.2652**	**28.5**	**13.8**	**16.3**	**16.0**	**23.4**	**196.8**	**2,623,875**	**373,758**	**231,554**	**521,001**	**137,774**	**519,948**	**51,**
Kent	435.8	.1966	28.8	13.8	15.9	16.0	24.2	149.3	2,114,367	302,780	185,500	399,178	116,357	413,671	39,
● Grand Rapids	188.1	.0849	30.1	15.4	13.9	14.6	28.6	67.9	875,958	122,698	74,869	181,212	59,690	150,819	18,
Wyoming	59.5	.0269	27.5	13.7	17.5	17.1	19.9	20.0	304,497	55,571	33,887	41,996	14,897	41,216	6,
Ottawa	151.9	.0686	27.5	13.9	17.4	15.9	21.1	47.5	509,508	70,978	46,054	121,823	21,417	106,277	11,6
SUBURBAN TOTAL	399.6	.1803	27.8	13.1	17.5	16.7	20.8	128.9	1,747,917	251,060	156,685	339,789	78,084	369,129	32,6
JACKSON	**152.5**	**.0688**	**29.9**	**12.8**	**17.9**	**16.9**	**24.1**	**51.8**	**573,813**	**88,658**	**43,658**	**144,420**	**20,770**	**103,328**	**12,1**
Jackson	152.5	.0688	29.9	12.8	17.9	16.9	24.1	51.8	573,813	88,658	43,658	144,420	20,770	103,328	12,1
● Jackson	43.8	.0198	31.0	13.4	14.6	14.2	30.0	16.8	208,436	26,077	21,748	19,0[illegible]	12,834	50,822	7,6
SUBURBAN TOTAL	108.7	.0490	29.6	12.6	19.2	17.9	21.7	35.0	365,377	62,581	21,910	125,350	7,936	52,506	4,53
KALAMAZOO - PORTAGE	**275.1**	**.1242**	**27.9**	**17.2**	**16.7**	**15.6**	**22.5**	**94.0**	**1,182,038**	**202,769**	**100,202**	**242,844**	**54,424**	**237,347**	**23,134**
Kalamazoo	212.3	.0958	27.2	19.0	16.9	15.7	21.1	71.5	990,267	146,000	86,695	237,888	49,284	176,701	17,6
● Kalamazoo	74.9	.0338	25.2	28.0	14.6	12.2	23.4	26.2	458,885	47,523	47,794	57,485	22,151	123,182	8,8
● Portage	37.9	.0171	27.1	9.9	20.4	20.6	13.3	11.7	231,506	35,884	20,643	93,212	14,717	17,941	4,7
Van Buren	62.8	.0284	30.2	11.0	15.5	15.2	27.3	22.5	191,771	56,769	13,507	4,956	5,140	60,646	5,44
SUBURBAN TOTAL	162.3	.0733	29.2	13.9	16.8	15.9	24.3	56.1	491,647	119,362	31,765	92,147	17,556	96,224	9,558
LANSING - EAST LANSING	**464.2**	**.2095**	**25.9**	**20.2**	**17.3**	**14.7**	**19.5**	**158.0**	**1,981,198**	**355,804**	**173,556**	**365,429**	**80,091**	**434,134**	**39,143**
Clinton	55.9	.0252	28.1	12.0	19.0	16.5	20.5	18.3	139,792	39,861	10,332	2,016	3,782	35,291	3,89
Eaton	84.4	.0381	28.6	12.7	18.2	17.5	20.8	28.9	432,488	80,525	34,522	108,659	14,077	75,330	6,77
Ingham	274.2	.1238	24.7	25.0	17.2	13.4	18.2	94.7	1,221,038	180,728	117,457	222,065	59,399	291,672	24,780
● East Lansing	49.6	.0224	22.6	57.9	14.5	7.2	8.1	13.4	131,162	22,515	22,490	596	8,778	17,304	3,570
● Lansing	126.2	.0570	27.5	15.9	17.9	14.3	22.3	47.8	748,982	103,470	65,747	129,883	43,076	225,829	14,14
Ionia	49.7	.0224	27.4	15.6	15.7	14.5	23.6	16.1	187,880	54,690	11,245	32,689	2,833	31,841	3,690
SUBURBAN TOTAL	288.4	.1301	27.3	15.5	17.6	16.2	20.3	96.8	1,101,054	229,819	85,319	234,950	28,237	191,001	21,430
MUSKEGON - NORTON SHORES - MUSKEGON HEIGHTS	**179.4**	**.0809**	**29.2**	**12.1**	**15.4**	**16.1**	**25.1**	**81.3**	**629,182**	**126,115**	**53,537**	**137,027**	**24,782**	**117,972**	**19,754**
Muskegon	157.4	.0710	29.1	12.3	15.4	16.3	24.7	53.8	574,073	106,616	49,644	135,643	23,603	107,537	18,121
● Muskegon	41.3	.0186	31.8	13.9	12.5	14.7	31.3	15.7	182,111	31,896	14,141	25,763	9,749	44,220	6,291
● Muskegon Heights	14.9	.0067	28.8	12.6	13.3	13.9	27.9	5.3	30,334	4,512	3,593	1,375	3,345	7,978	1,248
● Norton Shores	23.4	.0106	29.1	10.8	14.1	21.1	20.6	7.1	142,970	12,646	9,726	74,402	2,381	28,374	1,75
Oceana	22.0	.0099	30.0	10.7	14.3	14.9	28.0	7.5	55,109	19,499	3,893	1,384	1,179	10,435	1,633
SUBURBAN TOTAL	99.8	.0450	28.5	11.6	17.0	15.9	23.0	33.2	273,767	77,061	26,077	35,487	9,307	37,400	10,463
SAGINAW	**227.7**	**.1028**	**28.2**	**12.5**	**17.0**	**16.3**	**22.3**	**74.4**	**1,056,843**	**223,345**	**111,002**	**182,782**	**51,391**	**178,783**	**32,095**
Saginaw	227.7	.1028	28.2	12.5	17.0	16.3	22.3	74.4	1,056,843	223,345	111,002	182,782	51,391	178,783	32,095
● Saginaw	82.3	.0371	28.9	13.9	15.0	14.8	26.1	28.6	267,423	58,741	27,342	18,427	8,344	61,321	11,728
SUBURBAN TOTAL	145.4	.0657	27.9	11.7	18.1	17.1	20.1	45.8	789,420	164,604	83,660	164,355	43,047	117,462	20,367

WJFM 93

We're playing their songs.

According to the Oct./Nov. 1979 Arbitron report, WJFM has moved into first place from 6 a.m. to Mid., Mon. through Sun., among women in the sales-active 18-34 age bracket. We're #1 among those women in each day-part during the week, too. And, more women 18-49 listen to WJFM from 7 a.m. to Mid. on weekdays than to any other station in the market. With all the power of the nation's strongest FM station, we're playing the contemporary mellow sounds young adults want to hear. In fact, WJFM is tied for first with adults 18-34 from 10 a.m. to 3 p.m. weekdays, and is second overall from 7 a.m. to Mid.

We're moving up with the people who are moving up. Why don't you come along with us?

MICHIGAN
INDIANA
OHIO

1.0 mv/m and 50 uv/m Contours predicted in accordance with Section 73.313 of the Rules of the F.C.C. provide services as defined in Section 73.315 of those rules.

AM - TV - FM

A Felzer Station

WJFM

GRAND RAPIDS AND WESTERN MICHIGAN

Buckley Radio Sales, Inc., National Representative

MICH. (cont.)

ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
OTHER COUNTIES															
Alcona	9.4	.0042	39.0	7.7	12.1	13.4	40.2	3.8	27,035	6,373	2,934	1,346	465	9,688	312
Alger	9.9	.0045	32.7	9.5	12.8	15.8	31.3	3.5	29,596	11,100	2,662	445	607	5,230	456
Allegan	74.5	.0336	28.9	11.7	15.9	15.6	24.7	25.0	206,532	43,617	16,123	3,201	4,659	69,992	8,718
Alpena	34.3	.0155	29.2	11.3	15.8	16.3	24.4	11.4	143,519	38,401	12,261	11,591	7,364	24,912	4,922
Antrim	16.3	.0074	32.4	9.5	13.7	14.1	32.3	5.8	47,817	15,393	4,852	608	1,651	8,560	1,263
Arenac	14.0	.0063	31.3	10.2	13.7	15.1	29.8	4.8	51,019	14,097	4,669	835	464	11,774	1,225
Baraga	8.3	.0037	32.6	10.4	13.0	13.1	33.8	2.9	33,657	7,742	2,476	3,595	280	7,386	645
Benzie	10.0	.0045	33.5	9.1	14.4	14.5	33.4	3.8	45,790	13,295	4,447		879	11,993	2,473
Branch	38.7	.0175	30.6	11.2	16.4	15.7	27.1	13.3	126,935	24,622	10,969	12,865	3,504	33,743	3,949
Charlevoix	19.3	.0087	30.9	10.2	15.2	15.7	28.0	6.7	71,456	23,126	6,387	1,642	4,033	14,775	2,303
Cheboygan	20.1	.0091	30.3	10.2	15.0	14.3	28.7	6.9	100,402	25,155	11,934	2,041	1,423	17,023	1,919
Chippewa	33.0	.0149	27.0	14.0	14.8	15.0	23.1	10.9	113,201	30,606	9,823	12,499	2,374	16,339	3,859
Clare	24.7	.0111	33.1	8.9	13.9	14.8	32.6	9.0	86,595	27,424	5,368	1,689	3,611	16,097	2,465
Crawford	9.3	.0042	30.3	10.1	14.8	15.0	28.0	3.2	49,768	11,438	5,590	4,304	686	10,739	800
Delta	41.2	.0186	31.1	10.8	13.6	15.7	29.0	14.3	163,398	37,030	12,556	18,607	7,193	35,999	1,600
Dickinson	26.5	.0120	36.2	8.5	12.8	16.3	35.0	10.1	117,993	18,702	9,339	22,717	5,557	24,828	2,363
Emmet	21.4	.0096	30.7	11.4	14.5	15.1	28.7	7.1	149,125	28,754	13,980	12,137	7,733	24,749	3,940
Gladwin	17.9	.0081	32.3	9.6	14.0	14.8	31.4	6.4	57,072	16,520	4,614	2,505	1,775	13,401	1,709
Gogebic	19.9	.0090	39.4	9.3	11.2	15.0	39.4	8.1	70,557	13,824	5,975	9,067	2,415	12,971	1,525
Grand Traverse	48.6	.0219	29.4	12.8	15.4	15.8	25.6	15.7	287,346	41,878	29,676	32,125	14,013	59,539	7,386
Gratiot	40.0	.0181	28.6	13.9	16.2	15.3	24.4	13.4	135,480	30,094	11,300	10,880	4,128	28,444	4,868
Hillsdale	42.5	.0192	30.2	13.1	15.3	15.3	27.3	15.0	118,135	31,933	7,636	10,161	3,315	28,218	4,664
Houghton	36.7	.0165	29.5	21.9	11.5	11.5	32.2	13.4	121,601	36,506	11,445	4,524	3,278	19,468	3,171
Huron	36.6	.0165	32.0	10.0	13.0	15.4	30.7	12.5	121,924	32,666	10,287	2,713	4,847	29,817	6,159
Iosco	32.0	.0145	27.0	14.9	16.2	14.4	22.6	10.5	98,564	26,328	8,377	2,902	3,688	19,458	4,590
Iron	15.6	.0070	43.2	6.7	9.3	16.8	42.3	6.4	56,250	16,775	3,908	2,568	1,155	7,752	978
Isabella	55.6	.0251	23.4	30.6	13.6	11.7	17.5	15.6	186,361	42,084	20,652	17,787	8,202	30,411	8,672
Kalkaska	10.5	.0048	30.2	8.5	13.4	12.5	31.1	3.9	43,149	11,120	3,210	252	264	16,495	804
Keweenaw	2.5	.0012	42.9	8.2	13.0	13.0	43.8	1.2	4,890	2,182	903				
Lake	7.0	.0031	39.5	8.3	10.5	12.0	41.6	2.7	15,409	4,758	3,032	762	246	221	745
Leelanau	13.2	.0059	32.7	10.2	14.5	15.5	31.1	4.8	32,055	6,558	4,680	1,160	563	1,135	356
Lenawee	87.4	.0395	29.1	13.0	15.9	16.3	24.4	29.2	377,566	79,017	27,771	33,877	14,047	91,265	13,398
Luce	8.0	.0036	33.4	9.0	13.0	15.8	32.2	2.2	28,139	9,669	1,643	729	537	9,314	607
Mackinac	11.7	.0053	32.9	9.1	12.8	15.7	31.6	4.2	42,307	11,277	6,275	1,182	757	2,267	938
Manistee	23.1	.0104	33.8	9.4	14.5	15.3	32.9	8.6	75,079	17,203	5,025	7,196	1,650	17,892	3,014
Marquette	75.2	.0340	25.8	19.1	15.2	14.4	21.6	24.2	281,181	62,900	28,133	31,787	12,432	48,498	5,456

3 GOOD MICHIGAN
MARKETS MAKE A GREAT
TOP 50
MARKET
ONE ORDER ONE INVOICE
The Times Herald
The State Journal
Enquirer and News
15% DISCOUNT

The Lansing State Journal, the Battle Creek Enquirer and News and The Port Huron Times Herald... 3 great newspapers delivering your advertising to over 156,500 households.

Automotive, cereal and tourism industries provide Gannett Michigan with a strong industrial, financial and consumer goods base of over 814,000 people with 5.5 billion dollars in effective buying income.

Out state Michigan... you can't cover it without Gannett Michigan. And, you get a 15% discount — 23,500 households free.

Circulation	Daily	Sunday
The Lansing State Journal	75,460	81,287
The Battle Creek Enquirer & News	33,275	40,685
The Port Huron Times Herald	31,415	34,906
Gannett Michigan	**140,150**	**156,906**

Gannett Newspaper Advertising Sales

Gannett Michigan

MICH. (cont.)
S&MM ESTIMATES

POPULATION—12/31/79 | RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Dr ($00
Mason	24.7	.0111	33.3	9.9	14.2	16.0	31.6	9.1	96,307	24,018	10,365	11,359	2,767	17,413	[illegible]
Mecosta	36.0	.0163	23.9	29.9	13.5	11.0	20.9	11.5	114,847	22,762	12,488	12,153	4,960	23,702	[illegible]
Menominee	26.7	.0120	33.5	10.3	12.6	15.4	32.7	9.7	81,479	20,796	8,246	15,610	1,833	17,375	[illegible]
Midland	71.7	.0324	27.6	12.3	19.7	17.4	18.1	23.2	260,116	65,888	18,762	29,806	7,775	51,627	[illegible]
Missaukee	10.0	.0045	31.3	9.4	12.9	13.7	31.5	3.7	22,880	6,343	1,529	499	365	4,465	[illegible]
☐ Monroe	132.7	.0599	28.7	11.9	17.1	17.4	21.9	42.9	419,550	88,541	27,556	37,709	11,741	130,262	[illegible]
Montcalm	47.5	.0214	30.2	11.1	15.3	15.3	27.4	16.6	176,396	32,727	11,373	32,070	5,082	39,049	[illegible]
Montmorency	7.7	.0035	36.4	7.7	11.1	14.2	37.1	3.0	28,282	5,419	3,519	449	326	4,648	1,298
Newaygo	32.0	.0145	30.7	9.6	14.3	15.4	28.5	11.0	81,011	25,437	6,723	3,761	2,399	16,296	1,628
Ogemaw	16.4	.0074	34.3	8.3	12.7	14.0	35.2	6.1	69,245	21,969	3,070	1,745	2,272	11,780	2,696
Ontonagon	11.4	.0051	32.6	8.2	15.0	14.9	31.5	4.2	33,192	6,706	2,869	1,265	482	10,672	830
Osceola	19.3	.0087	30.1	11.2	14.0	15.0	28.2	6.9	44,664	14,864	3,045	1,004	535	4,394	1,639
Oscoda	6.9	.0031	39.2	7.5	11.3	14.3	39.7	2.8	18,220	6,616	3,154	151	488	651	925
Otsego	15.1	.0068	29.6	10.0	15.9	15.3	26.1	4.9	82,289	19,031	10,798	872	1,964	10,900	2,144
Presque Isle	13.8	.0062	32.1	9.1	12.8	15.2	31.1	4.7	42,751	12,666	2,888	2,359	2,120	8,212	1,336
Roscommon	16.3	.0073	41.2	7.0	11.3	13.5	42.1	6.6	76,154	24,490	9,035	1,238	1,461	8,156	2,865
St. Joseph	52.7	.0237	30.5	11.4	15.6	15.9	27.2	19.7	200,752	49,965	14,972	15,732	4,928	50,779	6,315
Sanilac	41.0	.0185	31.0	10.4	13.9	15.3	29.2	14.4	115,055	29,572	6,727	1,953	4,083	28,035	4,280
Schoolcraft	9.7	.0044	34.0	8.5	12.6	15.5	33.2	3.3	32,404	11,068	3,421	601	793	5,190	1,102
Tuscola	56.3	.0254	28.8	11.5	16.8	15.6	24.0	17.8	154,077	32,766	11,299	3,535	3,050	43,873	4,490
Wexford	22.7	.0103	31.4	9.8	14.5	15.5	29.2	8.2	142,373	34,395	9,227	9,577	6,358	32,551	5,218
TOTAL METRO COUNTIES	**7,690.3**	**3.4706**	**28.9**	**13.8**	**16.9**	**17.0**	**22.8**	**2,611.9**	**34,871,279**	**6,862,365**	**2,970,882**	**5,226,629**	**1,632,938**	**7,739,454**	**1,200,674**
TOTAL STATE	**9,223.1**	**4.1624**	**29.1**	**13.6**	**16.4**	**16.8**	**23.5**	**3,139.8**	**40,460,676**	**8,200,030**	**3,455,404**	**5,654,667**	**1,816,774**	**8,909,615**	**1,375,635**

ACTIVE 3
WKZO-TV KALAMAZOO

You can get top-share of your prime-adult audience in Grand Rapids—Kalamazoo—Battle Creek with the market's number one adult station—WKZO-TV.*

- One of the lowest CPM among the top 50 markets
- CBS affiliation
- Ask your Avery-Knodel representative about WKZO-TV.

*Source: Arbitron ADI, May 1979
9 a.m. to 12 midnight
Sunday through Saturday

Top 50—Best Buy
Grand Rapids-Kalamazoo-Battle Creek

- 37th market in TV households
- 40th market in effective buying income—$7.8 billion
- $1.0 billion food store sales

Source: Arbitron ADI, May 1979
Grand Rapids—Kalamazoo—Battle Creek ADI

Big Rapids
Mt. Pleasant
Muskegon
MICHIGAN
Grand Rapids
Holland
Lansing
Battle Creek
Kalamazoo

AM · TV · FM
A Fetzer Station
WKZO-TV
Channel 3
A CBS Affiliate
100,000 WATTS
1000 FT. TOWER
KALAMAZOO-GRAND RAPIDS AND GREATER WESTERN MICHIGAN
Avery-Knodel Television National Representatives

S&MM'S FOUR SURVEY ISSUES

Each year Sales & Marketing Management publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

MICH.
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
ANN ARBOR	**2,330,414**	**23,059**	**3.7**	**10.6**	**27.4**	**44.8**	**.1365**
Washtenaw	2,330,414	23,059	3.7	10.6	27.4	44.8	.1365
• Ann Arbor	1,053,283	21,946	4.3	12.0	26.0	42.8	.0641
SUBURBAN TOTAL	1,277,131	23,802	3.3	9.5	28.5	46.5	.0724
BATTLE CREEK	**1,285,434**	**18,165**	**4.8**	**14.2**	**34.3**	**26.9**	**.0778**
Barry	245,269	15,872	5.4	17.6	37.5	16.5	.0144
Calhoun	1,040,165	19,009	4.7	13.2	33.2	29.9	.0634
• Battle Creek	271,846	15,262	6.0	15.2	29.2	21.5	.0190
SUBURBAN TOTAL	1,013,588	18,931	4.5	13.9	35.8	28.6	.0588
BAY CITY	**824,807**	**19,481**	**3.9**	**11.6**	**36.0**	**30.4**	**.0538**
Bay	824,807	19,481	3.9	11.6	36.0	30.4	.0538
• Bay City	323,720	17,626	5.0	13.3	33.3	25.8	.0231
SUBURBAN TOTAL	501,087	20,741	3.1	10.2	38.1	33.9	.0307
BENTON HARBOR - ST. JOSEPH	**1,230,571**	**15,066**	**5.8**	**19.3**	**35.1**	**15.2**	**.0851**
Berrien	975,506	15,071	5.6	19.1	35.2	15.2	.0698
• Benton Harbor	69,750	11,710	6.6	19.2	28.4	8.5	.0070
• St. Joseph	87,153	16,113	5.4	16.8	31.5	22.8	.0071
Cass	255,065	15,047	6.4	20.0	35.6	14.6	.0153
SUBURBAN TOTAL	1,073,668	15,250	5.8	19.5	35.9	15.1	.0710
DETROIT	**38,144,053**	**23,473**	**3.5**	**9.2**	**27.7**	**45.4**	**2.2710**
Lapeer	377,746	16,957	4.8	15.9	38.5	20.2	.0255
Livingston	541,555	16,893	5.6	17.5	37.6	20.6	.0366
Macomb	6,035,598	26,248	2.3	6.7	28.2	54.6	.3738
East Detroit	374,437	26,036	2.5	6.9	27.3	53.5	.0254
Roseville	467,330	24,673	2.7	7.7	31.9	48.7	.0312
St. Clair Shores	749,504	27,104	2.2	6.2	26.7	57.4	.0411
Sterling Heights	965,044	27,174	1.4	5.1	29.4	59.5	.0627
Warren	1,475,411	27,047	1.9	5.6	28.2	57.9	.0898
Oakland	10,313,069	27,215	2.5	7.3	24.7	56.3	.6091
Pontiac	531,952	18,514	4.7	12.4	35.1	28.3	.0356
Royal Oak	777,980	26,356	3.0	8.1	25.3	54.2	.0455
Southfield	1,014,067	33,436	1.8	4.8	16.5	70.6	.0747
St. Clair	935,853	18,492	4.6	12.2	33.6	28.4	.0588

HOW TO REACH 149,159 AFFLUENT HOUSEHOLDS* IN THE DETROIT MARKET WITHOUT ADVERTISING IN DETROIT NEWSPAPERS.

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NEWSPAPERS

We reach more people in our own hometowns combined than the Free Press or the News.

Birmingham/West Bloomfield Eccentric, Canton Observer, Farmington Observer, Garden City Observer, Livonia Observer, Plymouth Observer, Redford Observer, Rochester Eccentric, Southfield Eccentric, Troy Eccentric, and Westland Observer

*Source: CAC [illegible]

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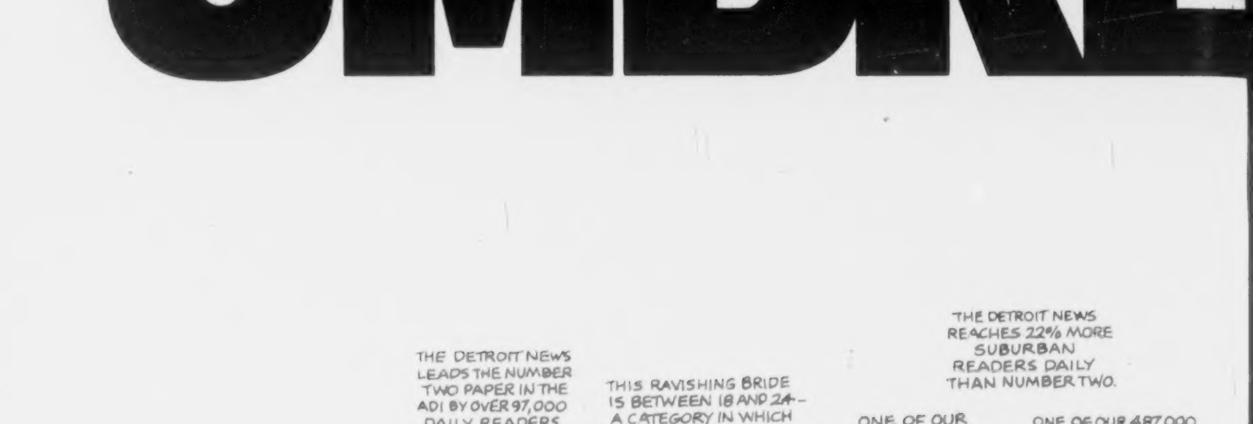

DISCERNING EYE.
EXPENSIVE PEN FOR SIGNING BIG DEALS.
INVESTS WISELY. PURCHASE OF THE DETROIT NEWS IS STERLING EXAMPLE.
MONEY BELT. ESSENTIAL TO CARRY LARGE DISPOSABLE INCOME.
WELL HEELED.
THE DETROIT NEWS LEADS THE NUMBER TWO PAPER IN THE ADI BY OVER 97,000 DAILY READERS UNDER AGE 35. THIS MAN, IN CASE YOU ARE WONDERING, IS 32.
THIS RAVISHING BRIDE IS BETWEEN 18 AND 24 – A CATEGORY IN WHICH THE DETROIT NEWS ENJOYS A 35% ADVANTAGE OVER NUMBER TWO.
THE DETROIT NEWS REACHES 14% MORE READERS AGE 25-49 THAN NUMBER TWO.
NOTE: ALTHOUGH LEFT FOOT IS EXTENDED, BY READING THE DETROIT NEWS, THEY ARE STARTING LIFE ON THE RIGHT FOOT.
THE DETROIT NEWS REACHES 22% MORE SUBURBAN READERS DAILY THAN NUMBER TWO.
ONE OF OUR 472,600 SUBURBAN MALE READERS.
ONE OF OUR 487,000 SUBURBAN LADY READERS.
FULL OF MONEY WITH WHICH TO BUY YOUR PRODUCT.

More rich readers read The Detroit News.

We needn't tell you how important it is that the people who see your ad have the money with which to buy your product. So you'll be glad to know that we lead the number two paper in such categories as $25,000+ and $35,000+ household income, as well as $25,000+ individual employment income.

The Detroit News reaches more young Detroiters.

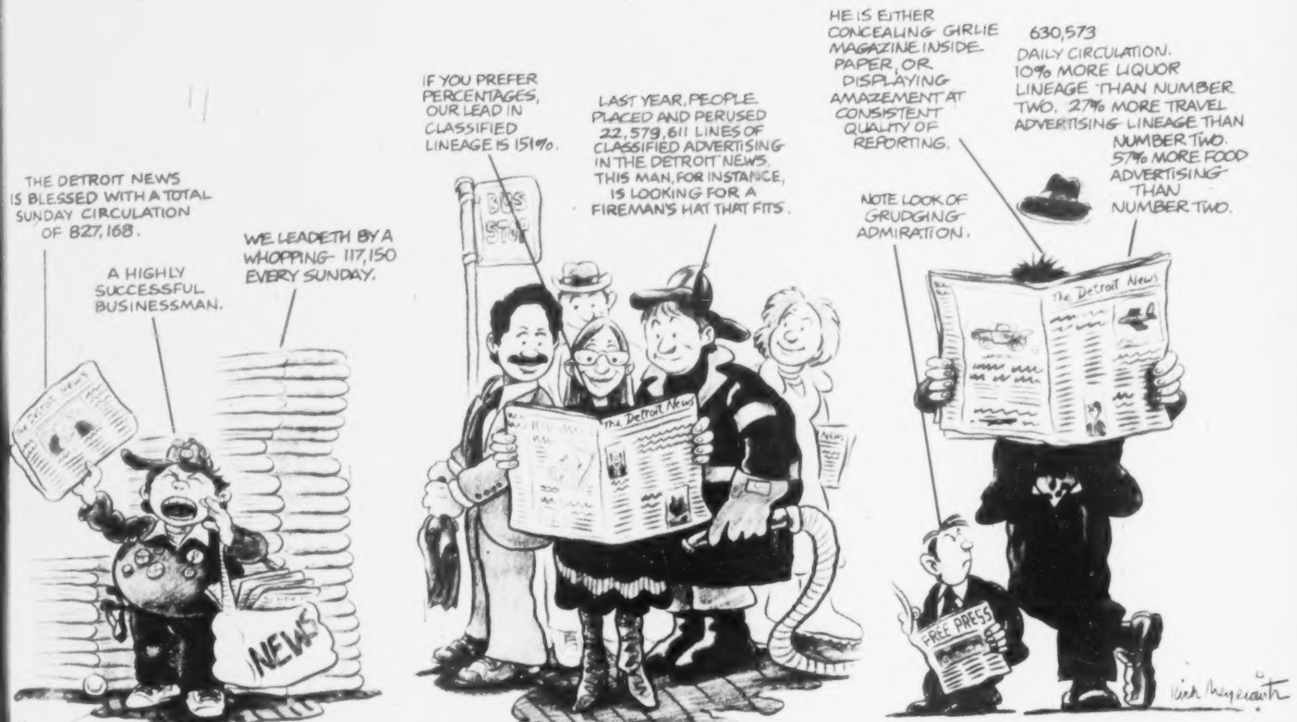
If you want to reach the youth market around Detroit, one fact is very clear. Use The Detroit News, and you will live happily ever after.

We're also the biggest newspaper in the suburbs.

How do you get to the lush, green suburbs? Simple. Get into The Detro
News, and you'll arrive in no time. Th
Detroit News. We'll make your name
household word in the 'burbs.

Sources: 1978 Scarborough Report. ADI *Suburban—PMA minus city of Detroit. ABC Publishers Statement for 6 month period ending March 31, 1980 as filed with ABC subject to audi
Media Records: 1979 Full Year, Full & Part run, daily & Sunday excluding Parade Lineage. Calculations by Detroit News Research Department.

LLA AD.


THE DETROIT NEWS IS BLESSED WITH A TOTAL SUNDAY CIRCULATION OF 827,168.
A HIGHLY SUCCESSFUL BUSINESSMAN.
WE LEADETH BY A WHOPPING 117,150 EVERY SUNDAY.
NEWS
IF YOU PREFER PERCENTAGES, OUR LEAD IN CLASSIFIED LINEAGE IS 151%.
BUS STOP
LAST YEAR, PEOPLE PLACED AND PERUSED 22,579,611 LINES OF CLASSIFIED ADVERTISING IN THE DETROIT NEWS. THIS MAN, FOR INSTANCE, IS LOOKING FOR A FIREMAN'S HAT THAT FITS.
The Detroit News
HE IS EITHER CONCEALING GIRLIE MAGAZINE INSIDE PAPER, OR DISPLAYING AMAZEMENT AT CONSISTENT QUALITY OF REPORTING.
630,573 DAILY CIRCULATION. 10% MORE LIQUOR LINEAGE THAN NUMBER TWO. 27% MORE TRAVEL ADVERTISING LINEAGE THAN NUMBER TWO. 57% MORE FOOD ADVERTISING THAN NUMBER TWO.
NOTE LOOK OF GRUDGING ADMIRATION.
The Detroit News
FREE PRESS

Our Sunday edition is decisively number 1.

The Detroit News is read religiously every Sunday by more zealous souls than any other paper in Michigan. Talk to us. We'll make a believer out of you.

We're far and away first in classified.

When Detroiters want to talk to each other, they do it in The Detroit News. If you're a smart, cost-efficient advertiser, you'll do the same.

Overall, we're over all in Detroit.

The Detroit News. As always, we're number one. Which would seem to indicate that if you want to reach and sell the Detroit market, we might be of some assistance. Call us. (313) 222-2332.

AS YOU CAN SEE, WE COVER DETROIT. **THE DETROIT NEWS**

Member Million Market Newspapers, Inc., and Metropolitan Sunday Newspapers, Inc. Represented by The Leonard Company in Florida, Hawaii and Mexico. American Publishers Rep. Ltd. in Canada. For more information call: (313) 222-2332

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ESTIMATES

EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group
(A) $8,000–$9,999
(B) $10,000–$14,999
(C) $15,000–$24,999
(D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
Wayne	19,940,232	21,994	3.9	10.2	27.8	41.2	1.1672
Allen Park	358,026	29,509	2.2	5.4	21.8	65.0	.0185
Dearborn	967,519	26,052	3.3	8.2	23.2	52.8	.0772
Dearborn Heights	652,512	27,225	2.0	5.6	27.9	58.0	.0349
● Detroit	9,468,856	18,715	4.9	12.4	28.6	32.2	.5062
Garden City	296,784	27,358	1.9	5.1	27.4	59.7	.0187
Lincoln Park	412,297	24,857	3.0	7.1	29.4	49.5	.0263
Livonia	1,082,360	31,614	1.2	3.5	19.2	71.8	.0724
Taylor	602,753	24,984	2.2	6.6	34.7	50.0	.0439
Westland	790,981	25,971	2.0	6.8	31.7	53.9	.0494
Wyandotte	298,419	22,079	3.5	9.2	32.4	39.6	.0148
SUBURBAN TOTAL	28,675,197	25,401	2.8	8.0	27.2	51.3	1.7648
DETROIT - ANN ARBOR CONSOLIDATED AREA	***40,474,467***	***23,453***	***3.5***	***9.4***	***27.6***	***45.4***	***2.4075***
FLINT	**4,537,770**	**23,369**	**3.2**	**9.6**	**29.0**	**45.0**	**.2739**
Genesee	4,086,792	24,534	3.0	8.7	27.5	48.5	.2449
● Flint	1,490,545	21,930	3.7	10.4	29.1	40.6	.0861
Shiawassee	450,978	17,567	4.5	15.5	38.7	21.9	.0290
SUBURBAN TOTAL	3,047,225	24,136	3.0	9.2	28.8	47.4	.1878
GRAND RAPIDS	**3,864,288**	**17,897**	**4.7**	**15.6**	**36.8**	**24.5**	**.2611**
Kent	2,968,984	18,075	4.9	14.8	35.5	25.8	.2025
● Grand Rapids	1,107,231	14,304	6.8	18.6	30.6	16.7	.0808
Wyoming	389,727	18,892	4.3	14.5	42.9	24.2	.0277
Ottawa	895,304	17,447	4.1	18.0	40.9	20.4	.0586
SUBURBAN TOTAL	2,757,057	19,560	3.6	14.0	40.0	28.6	.1803
JACKSON	**990,918**	**17,594**	**4.8**	**15.0**	**37.2**	**23.7**	**.0638**
Jackson	990,918	17,594	4.8	15.0	37.2	23.7	.0638
● Jackson	277,105	14,707	6.4	16.9	31.5	17.4	.0196
SUBURBAN TOTAL	713,813	18,824	4.1	14.1	39.9	26.7	.0442
KALAMAZOO - PORTAGE	**1,798,921**	**17,015**	**5.3**	**16.1**	**34.7**	**23.2**	**.1203**
Kalamazoo	1,438,209	17,790	5.0	15.5	35.2	25.4	.0970
● Kalamazoo	524,539	15,825	6.3	16.2	29.2	23.8	.0385
● Portage	263,722	21,303	3.0	11.0	42.6	35.1	.0194
Van Buren	360,712	14,750	6.3	18.2	32.4	16.6	.0233
SUBURBAN TOTAL	1,010,660	16,473	5.4	17.1	35.5	20.6	.0624
LANSING - EAST LANSING	**3,812,099**	**21,428**	**4.1**	**11.0**	**30.8**	**39.0**	**.2265**
Clinton	404,063	21,195	3.3	10.6	35.8	36.5	.0222
Eaton	595,137	19,315	3.8	13.7	37.4	29.6	.0406
Ingham	2,499,946	23,067	4.2	10.1	27.1	44.4	.1432
● East Lansing	461,101	22,196	6.2	12.6	22.7	43.4	.0232
● Lansing	1,135,553	22,382	4.3	10.3	28.2	42.2	.0718
Ionia	312,953	18,353	4.4	12.5	36.0	26.5	.0205
SUBURBAN TOTAL	2,215,445	20,943	3.7	11.1	33.4	36.7	.1315
MUSKEGON - NORTON SHORES - MUSKEGON HEIGHTS	**1,005,347**	**15,286**	**5.8**	**19.2**	**35.7**	**15.6**	**.0684**
Muskegon	902,497	15,693	5.6	19.0	36.7	16.5	.0615
● Muskegon	242,058	14,118	6.7	19.0	32.4	13.9	.0174
● Muskegon Heights	74,507	13,186	7.0	19.5	31.8	10.5	.0047
● Norton Shores	149,467	18,880	3.7	15.4	38.7	28.4	.0116
Oceana	102,850	12,275	6.8	21.3	28.8	8.9	.0069
SUBURBAN TOTAL	539,315	15,364	5.6	20.2	37.2	14.5	.0347
SAGINAW	**1,869,956**	**23,460**	**3.5**	**8.7**	**28.2**	**45.1**	**.1142**
Saginaw	1,869,956	23,460	3.5	8.7	28.2	45.1	.1142
● Saginaw	639,679	20,569	4.7	10.7	28.9	36.6	.0362
SUBURBAN TOTAL	1,230,277	25,109	2.8	7.4	27.8	50.4	.0780
OTHER COUNTIES							
Alcona	46,840	10,083	8.3	19.1	22.2	9.1	.0032
Alger	45,271	12,222	7.7	26.0	29.7	6.3	.003
Allegan	373,832	14,274	6.3	21.7	34.5	11.7	.025
Alpena	189,203	15,483	5.5	17.5	36.4	16.2	.013
Antrim	78,213	11,763	10.2	20.5	27.1	9.7	.005
Arenac	72,574	14,014	5.5	19.0	31.1	14.7	.005
Baraga	38,710	11,832	7.7	24.5	25.8	6.9	.0030
Benzie	58,509	13,494	8.2	18.6	28.2	15.8	.004
Branch	237,958	16,106	5.8	16.6	31.0	22.7	.0152
Charlevoix	87,187	11,880	8.4	22.4	28.3	7.9	.0069
Cheboygan	85,348	10,844	9.5	23.1	25.3	6.1	.0078
Chippewa	167,029	13,111	7.4	22.4	27.8	13.8	.0120
Clare	111,010	11,059	7.8	21.2	25.8	7.5	.0086
Crawford	41,150	10,842	10.6	22.3	24.1	8.1	.0039
Delta	214,860	14,026	5.7	19.2	33.6	12.0	.0158
Dickinson	155,505	14,142	6.4	16.8	32.5	14.5	.0112
Emmet	112,717	13,425	7.1	20.1	28.9	15.2	.0104
Gladwin	85,146	12,147	7.4	20.4	30.0	8.4	.0062
Gogebic	110,756	12,557	6.3	17.3	31.0	10.2	.0076
Grand Traverse	275,484	15,779	5.7	20.0	33.4	19.5	.0226
Gratiot	257,656	17,339	4.9	15.8	33.9	25.0	.0161
Hillsdale	260,852	16,211	5.6	16.9	35.3	19.4	.0160
Houghton	149,352	8,900	9.2	21.6	17.5	5.9	.0120
Huron	197,153	13,554	6.3	17.1	28.1	17.0	.0135
Iosco	149,989	12,008	8.9	22.8	26.9	10.0	.0109
Iron	66,893	9,094	8.5	22.0	21.7	2.7	.0054
Isabella	283,028	15,513	5.9	16.5	33.2	18.6	.0200
Kalkaska	49,365	10,942	9.8	19.9	25.4	9.3	.0040
Keweenaw	13,529	8,282	12.2	17.9	17.4	4.5	.0008
Lake	26,262	7,723	9.2	18.4	16.6	4.5	.0019
Leelanau	65,553	11,640	10.2	20.4	27.7	9.6	.0042
Lenawee	569,695	18,338	4.1	13.4	37.0	26.2	.0383
Luce	35,632	14,782	7.5	19.4	33.1	15.9	.0028
Mackinac	50,808	10,531	10.4	23.0	23.2	6.3	.0040
Manistee	114,624	12,470	5.9	24.7	28.3	8.3	.0080
Marquette	415,382	15,084	5.8	19.8	35.6	14.7	.0291
Mason	110,818	11,283	9.3	26.1	25.4	5.6	.0091
Mecosta	164,596	11,409	9.3	24.0	23.9	8.9	.0122
Menominee	132,452	12,249	7.8	22.9	28.2	9.1	.0091
Midland	483,390	19,101	3.7	12.8	40.4	27.2	.0303
Missaukee	44,345	10,375	10.3	20.3	23.9	7.5	.0030
☐ Monroe	1,011,406	22,530	3.1	9.2	33.4	40.9	.0575
Montcalm	220,583	12,145	8.2	23.0	29.8	7.4	.0170
Montmorency	26,348	6,985	11.1	19.8	10.3	2.7	.0025
Newaygo	159,621	12,611	7.0	21.6	29.3	10.0	.0105
Ogemaw	70,438	9,681	8.4	20.8	21.1	6.6	.0060
Ontonagon	50,323	11,855	7.9	31.0	25.3	4.4	.0038
Osceola	118,520	15,124	5.3	17.3	30.1	20.4	.0069
Oscoda	42,340	11,736	8.9	16.6	25.4	13.1	.0025
Otsego	79,808	14,208	6.3	22.9	32.4	14.5	.0066
Presque Isle	64,147	11,739	7.3	21.6	27.7	7.2	.0047
Roscommon	66,826	7,961	9.9	17.7	17.0	5.2	.0060
St. Joseph	311,368	14,614	6.6	19.5	33.8	14.6	.0212
Sanilac	193,487	12,336	7.0	20.9	29.2	9.3	.0136
Schoolcraft	45,702	12,246	7.4	20.0	28.0	11.5	.0033
Tuscola	325,540	17,095	4.5	15.4	35.1	23.2	.0204
Wexford	117,144	13,037	6.6	19.6	31.1	11.0	.0105
TOTAL METRO COUNTIES	**62,705,984**	**21,647**	**3.8**	**11.0**	**30.0**	**39.8**	**3.8099**
TOTAL STATE	**70,826,855**	**20,091**	**4.3**	**12.4**	**30.0**	**35.5**	**4.3879**

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ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000
DULUTH - SUPERIOR	**266.1**	**.1202**	**31.8**	**13.5**	**13.3**	**15.5**	**30.1**	**97.9**	**1,108,633**	**233,023**	**97,138**	**158,820**	**47,910**	**160,871**	**29,0**
St. Louis	220.4	.0995	31.8	13.3	13.3	15.8	29.9	80.9	955,485	202,315	78,581	147,650	44,928	138,145	24,9
● Duluth	97.0	.0438	31.6	15.7	13.4	14.9	30.6	37.8	467,232	88,631	48,149	107,499	26,376	53,242	13.
Douglas, Wisc.	*45.7*	*.0207*	*31.6*	*14.3*	*13.4*	*14.4*	*31.1*	*17.0*	*153,148*	*30,708*	*18,557*	*11,170*	*2,982*	*22,726*	*4,*
● Superior	*30.8*	*.0139*	*31.5*	*15.9*	*13.3*	*14.0*	*31.3*	*11.7*	*126,616*	*24,933*	*12,856*	*10,557*	*2,738*	*22,543*	*4.*
SUBURBAN TOTAL	138.3	.0625	31.9	11.4	13.1	16.3	29.6	48.4	514,785	119,459	36,133	40,764	18,796	85,086	11.

NN. (cont.)
ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

TRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Drug ($000)
RGO - MOORHEAD	**138.5**	**.0625**	**26.5**	**20.8**	**15.5**	**14.4**	**22.5**	**45.7**	**752,443**	**115,369**	**73,724**	**90,534**	**39,343**	**163,060**	**21,824**
Clay	50.3	.0227	24.9	23.6	15.1	14.3	20.5	15.9	175,898	39,734	20,996	3,884	13,681	28,956	7,166
• Moorhead	33.4	.0151	23.8	31.9	14.6	12.8	16.9	10.4	138,105	34,206	17,292	3,437	12,190	23,273	5,082
Cass, N. D.	*88.2*	*.0398*	*27.5*	*19.1*	*15.8*	*14.6*	*23.6*	*29.8*	*576,545*	*75,635*	*52,728*	*86,730*	*25,662*	*134,104*	*14,658*
• Fargo	*58.9*	*.0266*	*26.4*	*22.3*	*14.7*	*14.9*	*22.4*	*20.4*	*497,521*	*60,265*	*43,648*	*75,138*	*24,412*	*123,144*	*13,721*
SUBURBAN TOTAL	46.2	.0208	30.1	10.8	17.0	15.1	26.5	14.9	116,817	20,898	12,784	11,959	2,741	16,643	3,021
NNEAPOLIS - ST. PAUL	**2,074.6**	**.9362**	**28.5**	**14.7**	**19.4**	**16.0**	**21.4**	**721.1**	**9,852,702**	**1,707,190**	**854,716**	**1,675,012**	**403,497**	**1,880,785**	**264,170**
Anoka	206.1	.0930	26.2	12.7	24.3	17.2	11.3	61.3	707,703	116,773	57,412	178,124	22,093	96,111	13,061
Carver	36.9	.0167	28.8	11.3	16.9	16.7	22.9	12.0	97,208	18,848	5,671	843	2,935	26,774	1,863
Chisago	25.2	.0113	31.3	9.0	15.2	15.3	29.0	8.8	86,356	19,243	6,244	569	1,269	22,749	1,542
Dakota	196.9	.0888	27.1	11.8	22.5	16.9	15.4	61.4	884,913	199,743	70,343	127,396	35,373	148,007	33,441
Hennepin	902.1	.4071	29.5	16.4	18.7	16.0	23.7	337.6	5,100,336	796,346	443,418	947,153	239,961	921,641	128,049
Bloomington	78.1	.0352	27.0	11.8	23.2	21.1	10.5	24.2	522,245	53,769	64,532	87,380	11,635	139,377	17,665
Edina	50.0	.0226	33.7	8.7	14.0	22.0	26.1	17.1	434,226	56,322	16,551	135,279	39,721	46,428	5,201
• Minneapolis	343.1	.1548	31.3	20.1	16.6	12.6	31.3	146.3	1,458,705	225,850	165,147	240,688	84,994	160,615	51,672
Richfield	43.4	.0196	28.5	17.5	20.2	17.5	19.4	15.9	279,438	40,625	15,542	34,340	19,789	80,612	9,013
St. Louis Park	48.0	.0217	31.0	14.0	20.2	17.0	24.9	18.2	251,622	29,207	23,157	21,084	13,256	76,463	10,248
Ramsey	446.9	.2017	29.0	16.5	17.5	15.1	24.4	160.1	2,177,012	384,343	210,116	398,156	83,107	461,476	60,774
• St. Paul	261.1	.1178	30.6	17.5	15.8	13.4	29.6	101.4	1,064,805	211,332	126,574	177,375	39,742	190,752	33,795
Scott	45.8	.0207	26.6	12.0	18.2	14.9	19.8	13.7	134,464	25,124	11,330	1,609	1,110	34,986	3,365
Washington	117.9	.0532	27.4	10.6	21.5	17.5	16.1	35.4	333,170	76,511	26,503	11,956	7,677	74,155	12,676
Wright	53.7	.0242	28.4	10.3	15.8	14.2	25.3	17.2	194,082	38,718	12,458	3,941	7,259	58,783	3,672
St. Croix, Wisc.	*43.1*	*.0195*	*28.6*	*11.0*	*16.0*	*15.8*	*23.9*	*13.6*	*137,458*	*31,541*	*11,221*	*5,265*	*2,713*	*36,103*	*5,727*
SUBURBAN TOTAL	1,470.4	.6636	27.7	13.0	20.6	17.3	17.7	473.4	7,329,192	1,270,008	562,995	1,256,949	278,761	1,529,418	178,703
ROCHESTER	**94.0**	**.0424**	**28.4**	**13.8**	**21.3**	**15.3**	**20.7**	**31.7**	**500,942**	**79,003**	**38,942**	**72,931**	**21,493**	**101,200**	**18,336**
Olmsted	94.0	.0424	28.4	13.8	21.3	15.3	20.7	31.7	500,942	79,003	38,942	72,931	21,493	101,200	18,336
• Rochester	58.0	.0262	29.0	15.5	21.3	15.1	22.1	20.8	431,235	70,744	35,304	72,901	20,905	60,989	16,775
SUBURBAN TOTAL	36.0	.0162	27.5	10.9	21.6	15.6	18.3	10.9	69,707	8,259	3,638	30	588	40,211	1,561
ST. CLOUD	**165.3**	**.0745**	**25.4**	**17.7**	**14.8**	**13.8**	**22.0**	**47.6**	**779,955**	**86,748**	**49,405**	**81,128**	**22,476**	**107,018**	**15,699**
Benton	23.3	.0105	26.5	14.2	15.9	13.5	22.9	7.2	80,302	19,725	10,764	715	2,756	6,074	1,796
Sherburne	34.0	.0153	26.6	16.2	16.7	13.4	22.6	10.3	60,293	3,536	5,249	428	1,151	18,816	1,149
Stearns	108.0	.0487	24.8	18.8	14.0	13.9	21.7	30.1	639,360	63,487	33,392	79,985	18,569	82,128	12,754
• St. Cloud	42.6	.0192	24.3	28.4	13.7	12.5	21.1	12.1	502,820	33,597	24,821	77,788	11,777	40,900	10,232
SUBURBAN TOTAL	122.7	.0553	26.1	13.9	15.3	14.2	22.3	35.5	277,135	53,151	24,584	3,340	10,699	66,118	5,467
OTHER COUNTIES															
Aitkin	14.2	.0064	40.1	6.8	10.8	14.1	40.7	5.6	39,868	8,022	3,447	3,035	159	6,925	1,605
Becker	30.3	.0137	32.1	9.1	12.9	14.6	31.6	10.5	99,412	19,506	6,334	7,294	2,600	16,848	2,269
Beltrami	32.0	.0144	25.5	21.0	13.2	12.9	24.4	10.4	131,421	25,967	14,311	11,448	5,789	27,270	2,238
Big Stone	7.9	.0036	36.9	7.7	11.9	15.7	36.3	2.8	29,789	3,069	3,191	753	355	4,966	1,120
Blue Earth	51.2	.0231	24.9	25.4	14.1	12.8	22.9	16.7	277,423	52,138	27,246	29,048	11,926	63,246	10,052
Brown	30.6	.0138	31.8	12.4	13.9	15.3	30.3	10.4	110,513	28,005	8,957	5,257	2,468	18,937	3,330
Carlton	31.0	.0140	31.4	10.4	14.7	17.0	27.7	10.2	111,293	25,662	7,790	6,933	1,930	26,075	3,324
Cass	21.7	.0098	37.3	8.4	11.6	13.9	38.2	7.9	56,714	13,960	4,790	945	455	6,749	795
Chippewa	16.4	.0074	34.6	8.9	13.7	15.7	33.7	6.3	51,020	9,431	3,153	4,282	1,309	9,681	2,141
Clearwater	9.1	.0041	35.1	9.0	12.2	13.8	36.2	3.2	22,839	4,267	1,440	2,066	751	2,625	1,222
Cook	4.4	.0020	35.0	7.9	16.1	17.8	32.2	1.5	18,181	2,993	2,375	1,146	117	1,557	482
Cottonwood	15.7	.0071	35.2	8.5	13.5	15.6	34.7	5.8	54,300	11,173	3,137	3,253	2,069	14,056	1,161
Crow Wing	42.5	.0192	32.6	10.7	13.9	14.6	32.1	15.4	171,402	34,367	15,789	15,470	6,138	31,721	4,772
Dodge	14.1	.0064	31.9	9.0	15.3	15.2	30.0	4.6	39,354	9,467	2,483	303	558	8,895	741
Douglas	26.9	.0122	33.1	11.5	12.9	14.8	32.7	9.6	112,439	17,258	10,551	6,365	6,371	18,609	5,051
Faribault	19.9	.0089	35.3	8.9	12.8	15.7	34.6	7.4	68,192	12,872	5,319	922	1,964	16,094	2,182
Fillmore	22.8	.0103	35.6	8.8	12.9	15.7	34.9	8.2	68,732	17,273	4,254	842	3,277	18,722	1,827
Freeborn	38.6	.0174	31.8	12.2	15.3	16.2	28.9	13.7	156,389	26,520	10,549	16,937	5,610	43,501	5,354
Goodhue	40.0	.0181	33.1	9.8	14.5	15.5	31.8	14.1	151,200	44,523	12,231	10,676	5,388	30,188	4,490
Grant	6.8	.0031	39.4	6.9	12.4	15.2	39.2	2.5	19,408	3,891	1,690	155	166	6,580	904
Houston	18.3	.0082	31.8	10.8	13.3	16.0	29.7	6.0	41,508	13,127	4,081	1,149	1,245	3,156	612
Hubbard	14.0	.0064	36.7	7.7	12.7	14.3	37.3	5.0	55,407	16,242	3,184	1,305	1,591	9,885	1,942
Isanti	23.0	.0103	30.0	10.4	16.5	14.7	27.1	7.2	55,791	14,764	3,141	3,842	2,394	10,522	2,537

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MINN. (cont.)
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROU
1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Itasca	43.6	.0197	31.4	9.9	12.9	16.2	29.1	14.6	168,715	37,177	12,059	11,272	2,739	28,517	4,1
Jackson	14.5	.0066	34.5	10.7	12.1	16.1	33.3	5.2	34,333	7,957	2,300	145	1,409	8,907	1,74
Kanabec	13.2	.0059	32.5	8.4	14.8	14.5	31.7	4.7	35,818	9,917	2,634	1,146	581	7,957	90
Kandiyohi	34.9	.0158	32.2	11.7	13.5	15.5	30.6	12.2	140,904	22,162	11,898	19,422	5,049	17,841	5,0
Kittson	6.9	.0031	37.2	7.7	11.9	15.7	36.5	2.6	21,609	5,258	1,538	597	872	3,847	1,20
Koochiching	18.4	.0083	30.4	11.0	14.2	16.7	26.7	6.5	71,401	12,942	5,942	4,187	2,508	9,623	3,707
Lac qui Parle	11.1	.0050	39.6	6.7	11.2	16.0	38.9	4.0	25,962	5,062	1,555	596	1,402	5,783	93
Lake	14.2	.0064	29.8	10.3	16.4	17.9	23.6	4.7	45,157	10,215	3,221	673	324	13,358	1,24
Lake of the Woods	3.9	.0018	31.8	11.1	13.9	14.4	31.2	1.4	12,737	1,669	1,143	378		706	36
Le Sueur	22.5	.0101	32.3	10.2	14.8	14.5	31.5	8.0	64,516	13,486	4,754	754	1,977	12,423	2,97
Lincoln	8.1	.0037	37.3	7.1	11.8	15.8	36.7	3.0	25,857	2,995	2,169	759	1,017	5,511	932
Lyon	25.2	.0113	29.0	16.0	13.5	14.0	27.9	8.2	99,151	15,585	6,983	8,539	3,784	13,956	3,967
McLeod	29.9	.0135	31.6	11.7	16.2	15.4	29.2	10.6	119,041	25,410	6,139	7,425	4,499	27,292	4,063
Mahnomen	6.4	.0029	30.3	7.8	11.9	14.1	30.3	2.0	15,136	3,177	908	1,047	339	2,913	549
Marshall	14.7	.0067	33.8	7.9	13.5	15.6	32.7	5.1	34,014	5,500	2,573	696	237	7,023	473
Martin	25.0	.0112	34.9	9.4	13.9	15.8	34.0	9.3	102,782	29,668	8,419	8,493	5,780	18,238	3,367
Meeker	21.8	.0099	33.4	9.4	13.2	15.2	32.7	7.8	57,065	10,705	4,957	3,618	1,705	9,115	1,733
Mille Lacs	19.5	.0088	33.9	8.7	13.9	14.8	33.7	6.7	70,243	14,639	3,320	1,808	1,628	16,335	1,437
Morrison	29.6	.0133	30.2	9.4	12.7	14.8	29.0	9.0	76,419	13,473	7,702	4,502	1,385	11,527	3,505
Mower	41.8	.0189	32.3	10.8	13.3	17.4	29.1	14.0	142,660	31,313	11,692	13,448	9,244	27,202	7,785
Murray	12.7	.0057	33.1	3.4	12.2	15.9	31.8	4.3	30,537	8,796	2,723	967	1,720	4,742	1,161
Nicollet	26.3	.0119	26.8	20.3	15.4	14.1	23.4	8.0	65,661	15,086	9,641	1,035	1,979	14,624	3,389
Nobles	22.8	.0103	31.9	11.2	14.1	15.8	29.9	7.9	91,110	13,778	6,646	7,102	4,078	20,813	2,826
Norman	9.9	.0045	39.3	7.3	12.1	15.8	38.8	3.8	24,660	5,017	1,615	144	372	6,570	988
Otter Tail	52.4	.0236	36.7	8.7	12.0	15.4	36.2	18.9	176,577	30,883	14,646	7,521	7,511	37,479	4,945
Pennington	15.2	.0069	30.4	13.3	13.7	13.8	29.8	5.5	78,934	13,265	4,804	7,985	3,592	11,798	2,303
Pine	20.0	.0090	34.4	7.8	13.0	15.0	34.3	6.9	63,449	12,398	7,718	1,730	893	19,222	938
Pipestone	12.0	.0054	33.8	10.1	12.4	15.5	33.1	4.4	45,566	8,461	2,918	2,962	2,079	6,451	1,019
☐ Polk	36.2	.0164	32.4	11.1	12.8	15.3	31.3	12.6	124,700	26,914	11,113	4,768	4,566	15,546	6,735
Pope	12.0	.0054	38.5	6.9	11.8	15.6	38.1	4.2	22,698	5,664	2,915	795	116	2,853	1,088
Red Lake	4.8	.0021	31.3	9.5	12.8	13.6	31.7	1.6	15,512	2,715	1,739	263	1,019	2,482	237
Redwood	19.8	.0090	34.1	8.3	13.5	15.4	33.5	7.1	61,136	12,575	3,226	1,653	2,960	12,118	2,381
Renville	20.9	.0094	35.6	7.9	12.3	15.6	35.1	7.5	51,423	10,932	4,423	942	1,435	14,957	2,282
Rice	46.1	.0208	27.7	19.0	15.0	13.6	25.5	14.1	150,023	32,603	17,639	6,163	5,566	25,820	2,549
Rock	11.5	.0052	32.0	10.1	13.5	16.1	29.4	4.1	29,005	5,244	3,322	1,165	733	8,907	610
Roseau	13.4	.0060	32.2	8.7	13.3	15.1	31.1	4.3	42,328	10,058	2,510	3,069	1,718	7,996	1,409
Sibley	15.8	.0072	33.4	8.8	13.7	15.6	32.2	5.4	35,819	6,682	3,015	1,802	891	5,444	993
Steele	31.7	.0143	30.8	11.2	16.1	15.8	27.5	11.2	113,091	20,275	10,894	10,252	5,973	23,075	3,357
Stevens	11.7	.0053	29.3	17.7	11.4	15.2	28.3	3.6	41,933	9,505	3,282	2,368	1,688	5,581	2,210
Swift	12.7	.0057	35.4	8.5	11.9	15.1	35.2	4.6	43,765	9,836	2,556	2,565	642	5,913	1,992
Todd	24.8	.0112	33.9	8.2	12.0	14.9	33.8	8.7	64,485	14,694	3,712	2,326	567	13,529	1,741
Traverse	6.1	.0028	37.9	6.6	11.6	16.1	36.9	2.2	18,758	3,574	1,559	528	980	3,966	542
Wabasha	20.4	.0092	32.7	9.3	14.1	13.9	32.9	7.0	50,520	9,555	4,176	747	1,101	9,278	2,092
Wadena	14.6	.0066	32.0	9.3	12.5	14.1	32.2	4.9	63,831	10,440	2,483	4,646	2,242	11,774	1,518
Waseca	18.5	.0083	31.8	10.4	14.8	15.4	29.8	6.4	51,427	11,653	4,543	3,260	1,397	9,028	1,759
Watonwan	12.6	.0057	34.1	9.0	13.9	15.7	33.1	4.7	45,320	8,028	4,362	1,913	1,432	14,704	1,531
Wilkin	8.6	.0039	33.1	10.6	12.9	15.7	31.8	2.7	27,046	5,547	2,340	369	728	3,939	1,952
Winona	46.5	.0210	28.3	20.2	13.9	13.5	27.2	15.6	163,734	37,817	14,432	17,915	5,861	30,052	4,410
Yellow Medicine	13.7	.0062	34.8	9.4	12.6	15.4	34.4	5.0	39,967	8,832	2,689	1,242	1,066	6,492	1,564
TOTAL METRO COUNTIES	**2,597.7**	**1.1722**	**28.5**	**15.0**	**18.5**	**15.8**	**22.2**	**896.2**	**12,252,224**	**2,110,363**	**1,042,532**	**1,980,028**	**507,928**	**2,235,547**	**331,301**
TOTAL STATE	**4,071.8**	**1.8376**	**29.6**	**13.7**	**16.7**	**15.6**	**25.4**	**1,405.4**	**17,266,654**	**3,147,083**	**1,450,409**	**2,296,388**	**679,376**	**3,220,036**	**495,270**

MINN.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
DULUTH - SUPERIOR	**1,911,412**	**17,855**	**5.3**	**12.2**	**32.9**	**26.5**	**.1207**
St. Louis	1,608,380	18,259	5.2	11.8	[illegible]	28.0	.1019
• Duluth	778,333	18,109	5.7	12.0	26.5	30.2	.0486
Douglas, Wisc.	*303,032*	*16,063*	*6.1*	*14.1*	*33.8*	*19.6*	*.0188*
• *Superior*	*216,316*	*16,129*	*6.2*	*14.1*	*32.1*	*21.4*	*.0137*
SUBURBAN TOTAL	916,763	18,065	4.8	12.0	36.2	24.9	.0584
FARGO - MOORHEAD	**1,032,926**	**20,018**	**5.0**	**12.7**	**29.3**	**34.9**	**.0699**
Clay	394,248	22,213	4.3	11.1	28.0	41.4	.0227
• Moorhead	266,725	23,315	3.9	10.3	27.1	44.8	.0159
Cass, N. D.	*638,678*	*18,898*	*5.4*	*13.6*	*30.0*	*31.5*	*.0472*
• *Fargo*	*469,045*	*20,423*	*5.3*	*12.5*	*27.3*	*36.7*	*.0366*
SUBURBAN TOTAL	297,156	17,594	5.5	14.8	33.5	25.6	.0174
MINNEAPOLIS - ST. PAUL	**17,029,402**	**21,450**	**4.1**	**11.2**	**31.8**	**38.1**	**1.0461**
Anoka	1,351,249	21,324	2.7	10.1	45.8	32.6	.0842
Carver	285,875	21,823	4.0	9.7	28.5	40.8	.0154
Chisago	161,667	17,709	4.9	10.8	34.2	24.5	.0102
Dakota	1,388,508	21,071	3.5	10.8	41.4	33.9	.0905
Hennepin	8,251,166	21,933	4.3	11.4	28.5	40.6	.5087
Bloomington	711,787	27,578	1.6	5.7	27.5	60.8	.046
Edina	745,866	36,901	1.5	4.8	14.0	74.3	.042
• Minneapolis	2,839,923	16,594	6.4	15.5	28.6	26.2	.168
Richfield	402,282	24,303	2.6	9.6	34.8	47.1	.025
St. Louis Park	466,106	23,150	3.1	10.2	34.1	43.0	.027
Ramsey	3,880,940	21,967	4.2	10.9	28.9	40.5	.233
• St. Paul	2,256,932	19,528	5.1	12.6	29.1	33.7	.129
Scott	302,679	20,422	4.1	10.4	35.8	33.1	.018
Washington	851,215	22,377	3.1	9.3	37.1	39.2	.048
Wright	263,668	14,258	6.8	18.7	32.8	14.3	.019
St. Croix, Wisc.	*292,435*	*19,155*	*4.8*	*11.9*	*34.1*	*30.0*	*.017*
SUBURBAN TOTAL	11,932,547	22,963	3.2	9.5	33.6	42.7	.748

People in the Minneapolis-St. Paul market are young,[1] well-heeled,[2] and well-educated.[3]

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And they read The Star and the Tribune.

[1] Among major metros [those with at least two million people], Minneapolis-St. Paul has the highest percentage of young adults 18 through 34 years old.*

[2] The $18,822 median income per household in Minneapolis-St. Paul is the seventh largest among the country's 15 major metro areas.*

[3] Minneapolis-St. Paul's percentage of high-school graduates was 70.6% according to the 1970 U.S. Census; and at that time, only two of what were then the 15 largest markets had a higher percentage.

Facts like these are part of the quality of life in Minneapolis-St. Paul: More technical and light manufacturing than heavy industry, with more white-collar and skilled workers, a lot of disposable income, and a low unemployment rate.

And when you advertise in The Minneapolis Star and Minneapolis Tribune, you reach 52% of all adults in the 10-county SMSA daily, 63% on Sunday. Readership jumps to 58% daily, 74% Sunday among the young, well-heeled and well-educated.

For full market and readership data, call our Display Advertising Manager, Jim Anderson [612/372-3907]. Or our representative at Cresmer, Woodward, O'Mara & Ormsbee, Inc.

*Source: 1979 Sales & Marketing Management Survey of Buying Power

The Minneapolis Star / Minneapolis Tribune

425 Portland Avenue Minneapolis MN 55488

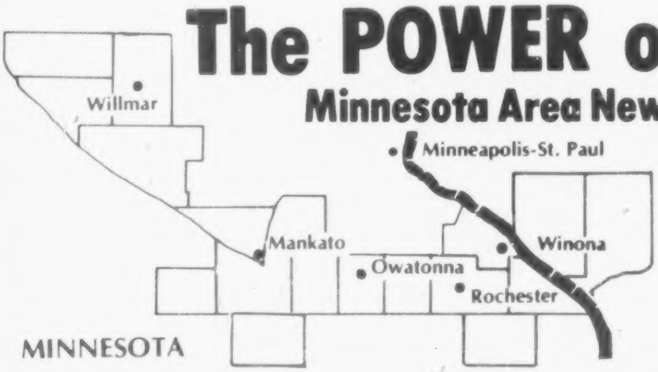
MINN. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
ROCHESTER	**721,809**	**20,857**	**4.7**	**11.7**	**30.5**	**36.3**	**.0476**
Olmsted	721,809	20,857	4.7	11.7	30.5	36.3	.0476
• Rochester	474,017	20,929	4.9	11.5	28.5	37.3	.0345
SUBURBAN TOTAL	247,792	20,760	4.4	12.0	34.6	31.2	.0131
ST. CLOUD	**903,492**	**16,751**	**5.6**	**15.1**	**34.8**	**21.9**	**.0692**
Benton	132,651	16,783	5.7	15.6	33.3	23.3	.0089
Sherburne	192,255	17,155	4.9	16.1	38.1	20.5	.0111
Stearns	578,586	16,604	5.9	14.7	33.9	22.1	.0492
• St. Cloud	275,441	19,286	5.4	12.4	31.8	31.3	.0294
SUBURBAN TOTAL	628,051	16,084	5.7	16.1	35.8	18.7	.0398
OTHER COUNTIES							
Aitkin	67,719	9,698	8.3	17.9	22.5	8.4	.0048
Becker	177,077	13,526	7.0	15.8	25.8	19.7	.0116
Beltrami	177,829	13,753	7.1	17.6	26.1	19.5	.0128
Big Stone	40,683	11,969	7.6	20.5	24.1	14.4	.0030
Blue Earth	387,861	19,545	5.6	14.5	27.6	34.8	.0259
Brown	197,596	16,967	5.6	14.2	31.3	24.8	.0126
Carlton	183,101	16,684	4.4	16.2	39.4	17.5	.0123
Cass	96,021	9,364	10.0	19.0	20.7	7.2	.0069
Chippewa	105,223	14,260	6.8	18.1	27.3	20.1	.0064
Clearwater	44,418	10,422	8.4	16.1	22.4	12.9	.0030
Cook	26,358	14,426	7.3	18.9	29.3	18.4	.0018
Cottonwood	125,937	17,078	6.0	14.6	25.7	30.3	.0071
Crow Wing	229,653	13,516	6.7	18.2	29.9	14.2	.0168
Dodge	73,061	14,364	7.2	16.8	32.3	15.6	.0049
Douglas	173,535	14,879	6.7	16.0	27.3	22.4	.0116
Faribault	139,067	15,718	6.5	16.8	29.8	22.6	.0084
Fillmore	137,842	14,009	8.3	15.7	26.7	20.5	.0086
Freeborn	263,300	18,083	5.3	14.5	32.9	26.5	.0170
Goodhue	281,003	18,396	5.5	12.3	30.1	29.8	.0174
Grant	37,583	11,794	9.9	19.3	24.6	13.5	.0023
Houston	110,356	15,980	6.4	15.0	30.0	23.2	.0065
Hubbard	64,974	10,166	8.3	16.9	23.8	9.9	.0051
Isanti	127,592	16,735	5.5	13.9	34.4	21.3	.0080
Itasca	248,005	15,851	6.0	15.5	34.7	18.4	.0172
Jackson	103,550	16,427	6.4	17.0	25.8	28.5	.0058
Kanabec	67,981	12,924	8.0	18.4	28.7	13.2	.0044
Kandiyohi	228,231	15,863	6.4	16.0	28.8	24.0	.0150
Kittson	34,697	11,417	8.6	22.1	26.2	8.6	.0024
Koochiching	98,095	13,841	6.0	20.0	32.6	12.2	.0072
Lac qui Parle	53,785	11,181	8.8	21.8	24.4	9.1	.0035
Lake	99,248	20,027	3.2	9.9	40.1	30.1	.0059
Lake of the Woods	20,325	11,761	7.6	21.1	26.3	10.9	.0013
Le Sueur	155,561	16,676	5.3	14.6	29.3	25.9	.009
Lincoln	32,674	9,065	10.3	18.7	20.7	5.9	.0027
Lyon	158,077	16,851	6.3	14.9	32.0	24.0	.010
McLeod	229,308	19,377	5.1	13.1	28.6	33.7	.013
Mahnomen	29,818	11,403	7.7	16.0	21.4	17.6	.002
Marshall	69,250	11,510	8.0	19.8	24.0	12.0	.004
Martin	185,555	17,315	5.7	15.8	29.8	27.4	.011
Meeker	137,105	14,542	7.0	14.9	25.5	23.2	.008
Mille Lacs	106,563	13,564	6.9	16.1	29.1	16.1	.007
Morrison	151,085	13,542	6.6	15.8	27.9	17.4	.010
Mower	279,063	18,785	5.2	12.0	30.3	30.2	.0172
Murray	79,083	13,972	9.1	19.6	23.9	21.9	.0046
Nicollet	168,533	18,344	5.7	14.6	30.1	30.7	.0098
Nobles	152,433	16,090	5.7	17.2	28.9	25.1	.0099
Norman	53,804	11,686	9.1	21.1	22.7	13.9	.0034
Otter Tail	317,257	13,717	7.1	15.9	26.4	19.4	.0206
Pennington	106,521	16,092	6.1	15.4	29.8	24.0	.0072
Pine	94,951	12,175	5.9	19.6	27.3	11.2	.0070
Pipestone	71,145	13,490	8.1	16.6	26.5	18.6	.0048
☐ Polk	235,955	16,289	6.1	14.7	28.6	25.2	.0147
Pope	99,885	17,486	6.3	12.2	23.0	33.1	.0050
Red Lake	26,722	13,172	7.2	18.9	20.8	21.8	.0017
Redwood	114,595	13,664	7.2	18.5	28.9	16.2	.0075
Renville	133,017	15,074	6.4	18.7	28.8	21.4	.0077
Rice	267,068	16,422	6.2	16.0	33.8	21.7	.0175
Rock	81,692	17,052	5.3	14.6	30.0	27.3	.0046
Roseau	69,079	14,182	6.7	16.4	29.7	17.7	.0047
Sibley	108,429	17,331	5.6	14.2	28.5	27.6	.0060
Steele	224,164	18,272	5.8	14.6	32.6	27.1	.0136
Stevens	83,966	19,446	5.9	10.3	25.4	35.6	.0050
Swift	70,410	12,611	7.9	17.5	24.8	16.8	.0049
Todd	114,647	9,833	8.2	17.1	20.9	11.4	.0079
Traverse	37,790	13,303	7.9	16.1	25.0	20.3	.0024
Wabasha	125,415	15,679	6.6	16.8	30.9	21.0	.0074
Wadena	69,791	11,842	8.2	17.8	26.3	12.7	.0056
Waseca	128,031	17,054	6.3	14.8	29.0	27.2	.0074
Watonwan	79,601	15,097	6.1	17.8	30.9	19.4	.0051
Wilkin	48,958	16,089	6.8	18.0	32.0	21.7	.0031
Winona	279,573	15,659	6.3	14.6	31.7	20.3	.0185
Yellow Medicine	90,612	14,940	6.9	16.7	28.6	21.2	.0054
TOTAL METRO COUNTIES	**20,600,851**	**20,851**	**4.3**	**11.5**	**31.9**	**36.3**	**1.2846**
TOTAL STATE	**29,653,788**	**18,852**	**5.1**	**13.1**	**30.9**	**30.9**	**1.8672**

The POWER of man

Minnesota Area Newspapers Rank No. 2 In Minnesota



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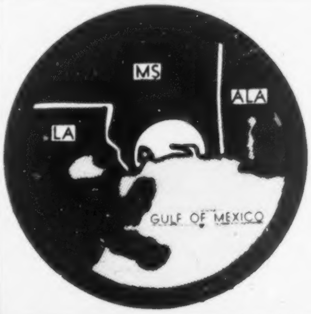
MISS. ESTIMATES METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BILOXI - GULFPORT	**180.5**	**.0815**	**24.9**	**18.5**	**15.1**	**15.3**	**19.4**	**56.6**	**665,147**	**157,908**	**60,035**	**106,010**	**27,916**	**137,400**	**20,964**
Hancock	19.9	.0089	30.2	11.5	15.2	15.6	27.0	6.5	60,598	22,047	2,979	4,017	516	14,196	2,028
Harrison	152.3	.0688	24.5	19.5	15.2	15.3	18.1	47.6	577,304	129,576	55,878	100,273	26,942	116,058	17,905
• Biloxi	51.9	.0234	23.7	27.6	13.4	13.8	17.5	14.7	206,070	35,744	22,318	59,849	10,485	25,639	7,217
• Gulfport	48.8	.0220	26.7	15.3	15.0	16.3	21.3	16.7	296,531	72,228	29,312	30,272	15,084	72,383	8,734
Stone	8.3	.0038	27.5	16.3	13.7	14.5	25.3	2.5	27,245	6,285	1,178	1,720	458	7,146	1,031
SUBURBAN TOTAL	79.8	.0361	25.9	14.6	16.4	15.5	19.6	25.2	162,546	49,936	8,405	15,889	2,347	39,378	5,013
HATTIESBURG	**83.8**	**.0379**	**26.7**	**17.8**	**14.4**	**14.2**	**23.8**	**28.4**	**368,616**	**65,650**	**33,245**	**59,301**	**18,771**	**81,798**	**15,109**
Forrest	64.1	.0290	26.4	19.6	14.4	14.0	23.5	21.8	306,885	40,089	31,174	57,702	18,622	64,602	13,493
• Hattiesburg	38.2	.0172	25.0	23.8	13.2	13.1	23.7	13.1	307,102	40,124	30,810	58,661	18,822	62,884	14,496
Lamar	19.7	.0089	27.9	11.9	14.9	14.7	24.7	6.6	61,731	25,561	2,071	1,599	149	17,196	1,616
SUBURBAN TOTAL	45.6	.0207	28.0	12.7	15.7	15.1	23.9	15.3	61,514	25,526	2,435	640	51	18,914	613
JACKSON	**308.3**	**.1392**	**27.6**	**13.9**	**16.8**	**16.0**	**21.5**	**97.8**	**1,376,504**	**281,391**	**115,934**	**212,191**	**69,748**	**332,706**	**37,593**
Hinds	242.0	.1092	27.2	14.6	16.4	16.0	21.1	79.0	1,212,078	239,717	88,711	197,131	59,198	308,322	33,159
• Jackson	206.3	.0931	27.9	14.6	16.0	16.5	22.1	69.1	1,082,575	199,912	83,284	190,375	57,693	288,176	21,484
Rankin	66.3	.0300	29.1	11.3	18.3	16.3	22.8	18.8	164,426	41,674	27,223	15,060	10,550	24,384	4,434
SUBURBAN TOTAL	102.0	.0461	27.2	12.4	18.3	15.2	20.5	28.7	293,929	81,479	32,650	21,816	12,055	44,530	16,109
MERIDIAN	**72.3**	**.0327**	**29.1**	**13.6**	**14.6**	**14.8**	**26.7**	**25.2**	**379,051**	**83,496**	**23,683**	**62,868**	**15,056**	**82,611**	**11,089**
Lauderdale	72.3	.0327	29.1	13.6	14.6	14.8	26.7	25.2	379,051	83,496	23,683	62,888	15,056	82,611	11,089
• Meridian	46.9	.0212	30.9	12.0	13.9	15.2	29.1	17.3	356,297	79,165	21,198	61,928	14,818	82,225	11,089
SUBURBAN TOTAL	25.4	.0115	26.2	16.7	15.7	14.1	22.1	7.9	22,754	4,331	2,485	960	238	386	
PASCAGOULA - MOSS POINT	**117.7**	**.0532**	**25.9**	**12.6**	**19.6**	**16.0**	**16.1**	**36.6**	**352,776**	**106,328**	**25,546**	**53,863**	**12,582**	**55,592**	**13,617**
Jackson	117.7	.0532	25.9	12.6	19.6	16.0	16.1	36.6	352,776	106,328	25,546	53,863	12,582	55,592	13,617
• Moss Point	23.4	.0106	24.4	13.0	18.6	14.9	15.3	6.6	24,089	8,756	1,088	607	1,184	3,445	975
• Pascagoula	35.5	.0160	26.7	13.4	19.7	16.4	17.3	11.7	234,805	61,493	16,523	43,661	10,286	45,983	9,426
SUBURBAN TOTAL	58.8	.0266	25.9	12.0	19.8	16.2	15.6	18.3	93,882	36,079	7,935	9,595	1,112	6,164	3,216
OTHER COUNTIES															
Adams	38.0	.0171	28.4	11.0	14.9	16.0	24.2	12.4	188,081	44,902	11,086	24,969	8,580	52,264	4,463
Alcorn	31.4	.0142	31.7	11.8	16.4	15.7	28.9	11.5	115,480	19,078	7,400	12,072	5,701	26,593	2,641
Amite	12.9	.0058	30.9	10.1	12.2	13.8	31.1	3.9	18,292	5,964	651	1,239	620	4,538	831
Attala	19.9	.0090	32.6	10.4	12.5	14.3	32.7	6.9	52,315	14,130	1,303	[illegible]	2,850	11,304	1,588
Benton	8.1	.0037	30.4	10.5	13.3	14.5	29.5	2.3	7,474	4,461	264	248	195	819	170
Bolivar	47.2	.0213	23.5	14.7	11.5	11.5	24.0	13.7	107,843	31,855	6,351	8,297	4,002	24,280	4,580
Calhoun	15.7	.0070	32.4	10.6	13.7	14.6	31.8	5.4	41,129	10,589	898	2,271	1,146	12,199	1,596
Carroll	8.6	.0039	30.9	11.2	13.3	13.4	31.1	2.6	[illegible]	2,222	210	203	169	241	123
Chickasaw	17.2	.0078	29.5	10.8	14.7	13.9	28.1	5.8	51,632	16,283	1,278	2,912	4,193	15,069	1,224
Choctaw	9.7	.0044	32.4	10.6	13.5	13.7	32.8	3.0	14,039	6,636	250	926	731	1,314	649
Claiborne	11.3	.0051	24.7	15.7	10.8	11.4	27.1	3.4	25,477	9,393	2,198	620	501	5,656	191
Clarke	16.2	.0073	31.1	11.0	14.0	13.9	30.6	5.6	30,726	11,487	1,144	1,671	693	6,841	727
Clay	20.8	.0094	26.7	14.2	13.3	13.9	25.1	6.5	51,454	14,356	3,142	5,220	3,266	11,304	1,881
Coahoma	38.0	.0171	26.3	11.6	11.9	12.6	27.0	12.0	106,504	30,675	4,638	7,138	4,430	24,622	2,690
Copiah	26.2	.0118	29.2	12.1	12.3	13.6	29.4	8.4	71,600	19,422	2,720	4,466	3,492	18,591	2,592
Covington	14.9	.0068	29.4	10.3	15.3	14.4	27.0	4.7	35,357	9,785	857	3,917	605	12,841	1,387
☐ De Soto	54.0	.0243	26.3	11.3	19.7	14.5	18.4	15.7	114,457	44,546	5,766	12,398	3,321	24,925	3,017
Franklin	8.2	.0037	33.4	9.5	11.9	14.8	33.3	2.9	14,995	1,904	160	365	318	3,904	3,318
George	15.2	.0068	27.6	11.2	16.7	14.8	22.9	4.8	35,317	14,214	940	3,346	1,017	7,150	1,488
Greene	9.1	.0041	27.6	12.0	14.5	13.7	25.6	3.3	12,400	4,997	197	752	116	2,386	430
Grenada	21.1	.0096	29.8	11.3	14.6	14.6	27.8	7.0	106,081	22,967	2,632	8,233	4,113	45,347	3,325
Holmes	21.7	.0098	26.6	12.1	10.2	11.6	29.8	6.7	47,574	16,325	1,067	2,676	527	9,157	2,022
Humphreys	13.8	.0062	25.6	11.2	12.2	12.1	26.5	4.0	25,233	4,722	688	1,675	601	6,248	1,332
Issaquena	2.4	.0011	28.7	9.5	14.2	12.3	28.8	.7	684	637	47				
Itawamba	18.5	.0083	32.1	11.9	16.4	15.4	29.8	6.2	39,932	13,918	1,077	981	1,304	12,262	1,189
Jasper	16.4	.0074	29.1	10.8	13.8	14.1	27.7	5.2	31,582	6,562	545	2,412	282	9,835	2,293
Jefferson	9.1	.0041	26.5	11.4	11.1	11.8	28.7	2.6	12,394	7,155	386	167	103	2,818	412
Jefferson Davis	13.5	.0061	28.1	11.8	12.9	13.3	27.7	4.1	25,486	9,380	234	1,027	202	6,520	553
Jones	61.7	.0278	30.6	11.8	15.0	15.8	27.6	20.9	218,148	55,503	13,840	27,337	13,014	41,100	7,031
Kemper	9.8	.0044	29.4	13.2	10.9	12.8	31.1	3.0	12,270	5,640	170	1,605		1,230	
Lafayette	29.5	.0133	23.9	29.2	14.1	10.8	20.5	8.7	76,272	22,090	6,432	8,166	2,639	10,521	2,962



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S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROU 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Dru ($00
Lawrence	11.7	.0052	29.4	9.9	14.7	14.8	27.0	4.0	25,825	8,767	338	1,051	1,358	8,554	[illegible]
Leake	17.6	.0080	32.0	10.4	12.7	14.6	31.6	6.3	41,941	13,446	1,649	5,624	1,854	8,650	1,4
Lee	54.8	.0247	29.4	11.4	17.0	16.1	24.5	19.4	302,576	60,270	24,199	44,788	12,886	73,649	7,2
Leflore	41.0	.0185	26.7	12.4	13.2	12.8	26.2	13.0	136,538	33,071	8,629	14,765	7,255	26,495	4,1
Lincoln	27.2	.0123	29.9	11.5	13.9	15.2	27.8	9.2	87,338	24,556	4,139	5,208	4,386	19,550	3,6
Lowndes	55.3	.0249	25.6	16.3	16.1	14.0	20.9	17.2	210,147	44,122	16,024	25,330	8,685	38,657	5,5
Madison	34.3	.0155	24.4	12.6	12.7	13.1	23.1	9.8	85,574	22,414	2,453	7,674	2,101	26,329	2,4
Marion	24.2	.0109	29.5	11.3	13.4	15.1	27.6	8.0	77,240	28,487	2,936	5,671	2,926	16,266	1,8
Marshall	26.4	.0120	24.4	13.4	13.3	12.7	22.8	7.0	53,165	22,600	2,355	860	714	10,229	1,3
Monroe	34.8	.0157	30.1	11.2	15.3	14.6	28.0	11.9	114,156	29,630	4,146	11,479	4,147	30,061	4,4
Montgomery	12.6	.0057	31.2	9.6	13.1	14.1	31.0	3.9	35,940	9,105	1,623	2,609	2,243	9,075	1,6
Neshoba	21.7	.0097	30.7	10.8	13.6	15.1	29.1	7.7	61,266	19,370	902	5,465	2,464	15,390	2,04
Newton	19.2	.0087	31.5	12.6	12.7	14.7	30.9	6.4	41,585	14,926	1,528	1,753	1,058	4,149	1,154
Noxubee	13.3	.0060	26.7	11.1	11.7	12.9	27.4	4.1	27,098	9,373	302	4,446	890	2,881	1,226
Oktibbeha	34.5	.0156	23.4	28.1	14.1	11.4	18.1	10.2	97,399	25,275	7,102	10,476	4,164	12,568	2,264
Panola	28.5	.0128	27.8	10.7	12.3	13.2	28.0	8.6	76,812	27,969	2,034	3,451	1,221	18,656	2,710
Pearl River	29.8	.0135	28.2	12.8	15.8	16.6	22.6	9.7	87,493	32,024	5,352	10,029	5,463	16,600	3,241
Perry	10.1	.0046	27.9	11.5	14.4	14.4	25.4	3.2	14,382	6,394	412	2,174	87	2,415	702
Pike	35.5	.0160	30.6	10.9	12.5	14.4	30.0	12.1	151,053	34,099	8,599	9,288	4,842	48,537	6,543
Pontotoc	20.4	.0092	33.1	11.2	13.7	14.8	32.7	7.2	42,682	9,938	913	6,223	925	11,535	1,549
Prentiss	22.0	.0099	31.6	12.2	15.1	15.4	29.5	7.6	81,401	26,930	2,236	8,953	3,460	22,983	1,705
Quitman	13.8	.0062	25.4	11.0	11.9	11.6	26.9	4.1	21,874	8,603	583	1,442	1,052	2,710	1,258
Scott	22.3	.0100	29.1	10.7	14.0	14.7	27.0	7.3	75,628	25,768	1,639	7,639	3,664	21,364	2,267
Sharkey	8.4	.0038	24.2	10.3	11.8	12.1	24.9	2.4	16,008	6,846	504	1,040	651	2,536	1,050
Simpson	21.1	.0095	29.7	10.7	14.1	14.5	28.1	7.0	65,110	17,930	2,059	4,642	1,593	18,634	2,670
Smith	14.4	.0065	30.2	11.6	14.6	14.7	28.3	4.9	28,387	11,446	301	1,153	568	8,445	1,059
Sunflower	34.5	.0155	25.3	12.7	13.0	12.6	24.9	9.5	79,385	39,096	1,409	3,469	1,976	12,537	2,583
Tallahatchie	17.8	.0081	27.0	10.3	11.2	12.0	29.1	5.5	23,172	10,192	256	596	248	5,803	798
Tate	21.2	.0095	25.1	15.6	13.3	12.4	24.4	5.9	67,244	26,225	3,747	5,977	488	12,406	1,857
Tippah	18.4	.0084	31.6	11.3	14.5	14.5	30.6	6.4	51,438	12,510	1,105	4,236	1,957	11,279	1,706
Tishomingo	17.1	.0077	33.5	10.8	15.6	15.9	31.8	6.2	44,107	9,942	1,666	3,889	1,310	13,162	1,931
Tunica	10.1	.0045	25.1	10.3	10.7	12.0	27.4	3.1	24,991	6,595	1,249	1,917	814	6,595	449
Union	21.6	.0098	32.0	11.6	14.4	14.8	31.0	7.5	54,250	16,378	2,189	7,864	1,374	12,575	2,003
Walthall	13.6	.0061	30.5	10.2	13.6	14.5	29.4	4.4	33,384	9,377	970	1,280	574	13,421	805
Warren	51.0	.0230	29.0	10.6	15.1	14.7	26.2	16.8	190,574	54,827	14,284	28,942	7,225	38,138	5,600
Washington	72.3	.0327	25.8	11.1	14.0	14.0	23.2	22.2	273,480	68,066	13,353	48,446	13,705	67,324	7,944
Wayne	18.4	.0083	27.9	11.6	14.9	14.4	25.1	5.6	51,398	12,184	2,345	2,787	3,036	13,611	1,806
Webster	10.2	.0046	33.0	10.8	13.6	14.4	32.9	3.6	27,978	7,319	1,367	989	744	7,638	278
Wilkinson	10.2	.0046	28.9	11.0	12.6	12.9	29.4	3.1	21,808	7,632	499	1,529	139	6,011	1,023
Winston	19.3	.0087	30.9	10.6	13.3	14.8	29.8	6.5	46,271	13,807	1,926	2,585	1,892	13,250	2,002
Yalobusha	12.8	.0058	31.7	10.8	11.7	12.8	33.4	4.2	26,546	6,168	763	1,857	1,169	2,747	647
Yazoo	27.5	.0124	29.5	9.5	12.5	14.2	29.0	9.0	70,220	19,468	1,624	8,149	4,335	14,815	1,887
TOTAL METRO COUNTIES	**816.6**	**.3688**	**26.7**	**14.9**	**16.6**	**15.5**	**20.7**	**260.3**	**3,256,551**	**739,319**	**264,209**	**506,651**	**147,394**	**715,032**	**101,389**
TOTAL STATE	**2,433.6**	**1.0983**	**27.8**	**13.2**	**14.6**	**14.5**	**24.9**	**780.2**	**7,988,953**	**2,069,716**	**488,723**	**974,348**	**334,447**	**1,830,216**	**254,101**

MISS.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over — A	B	C	D	Buying Power Index
BILOXI - GULFPORT	**1,008,299**	**14,347**	**6.6**	**18.6**	**28.5**	**18.9**	**.0698**
Hancock	91,733	11,075	8.8	19.0	24.0	11.6	.0066
Harrison	878,597	14,826	6.4	18.4	29.2	20.1	.0604
• Biloxi	312,101	14,948	6.9	19.6	30.0	19.8	.0213
• Gulfport	315,461	15,769	5.7	17.0	29.1	23.6	.0242
Stone	37,969	13,184	5.9	18.9	27.5	15.7	.0028
SUBURBAN TOTAL	380,737	13,160	7.1	19.0	27.1	15.5	.0243
△ HATTIESBURG	**453,327**	**12,758**	**7.6**	**16.3**	**24.6**	**18.3**	**.0339**
Forrest	352,984	12,855	7.4	16.0	24.7	18.5	.0270
• Hattiesburg	235,180	13,397	7.2	14.6	22.3	23.4	.0211
Lamar	100,343	12,468	8.0	17.5	24.0	17.6	.0069
SUBURBAN TOTAL	218,147	12,338	7.9	18.0	26.5	13.8	.0128
JACKSON	**2,023,205**	**17,289**	**5.5**	**14.5**	**25.8**	**30.9**	**.1369**
Hinds	1,684,809	17,590	5.5	14.0	24.2	32.7	.1149
• Jackson	1,477,085	17,411	5.6	14.6	24.7	32.1	.1008
Rankin	338,396	16,384	5.7	16.8	32.1	23.1	.0220
SUBURBAN TOTAL	546,120	17,015	5.2	14.2	28.2	28.1	.0361
△ MERIDIAN	**424,825**	**13,178**	**7.0**	**17.1**	**24.0**	**19.9**	**.0325**
Lauderdale	424,825	13,178	7.0	17.1	24.0	19.9	.0325
• Meridian	292,052	12,894	7.2	16.0	22.2	21.5	.0253
SUBURBAN TOTAL	132,773	13,667	6.4	19.2	28.1	16.8	.0072

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over — A	B	C	D	Buying Power Index
PASCAGOULA - MOSS POINT	**890,514**	**21,949**	**3.5**	**10.2**	**31.9**	**40.6**	**.0501**
Jackson	890,514	21,949	3.5	10.2	31.9	40.6	.0501
• Moss Point	155,207	21,308	3.5	10.8	31.2	39.5	.007
• Pascagoula	317,915	23,757	2.9	9.6	26.7	46.6	.021
SUBURBAN TOTAL	417,392	21,288	3.8	10.4	35.2	37.2	.021
OTHER COUNTIES							
Adams	201,227	12,744	6.7	14.1	23.4	20.4	.015
Alcorn	200,623	15,370	5.6	14.0	27.8	23.3	.013
Amite	52,512	9,702	7.4	14.1	18.0	16.8	.003
Attala	68,962	7,254	7.6	16.6	16.8	5.6	.005
Benton	31,648	10,326	8.5	17.7	22.7	10.9	.002
Bolivar	198,407	9,206	6.6	12.9	17.6	17.2	.01
Calhoun	73,513	10,640	7.2	17.9	21.4	13.0	.00
Carroll	35,368	9,366	8.0	14.6	18.9	14.1	.00
Chickasaw	86,225	12,297	6.8	15.8	24.5	17.0	.00
Choctaw	31,130	9,081	8.5	22.9	18.3	4.7	.00
Claiborne	54,294	10,971	7.2	12.3	19.3	20.4	.00
Clarke	77,981	11,325	5.7	13.6	25.2	15.0	.00
Clay	114,707	15,000	5.1	14.2	27.5	22.6	.00
Coahoma	152,527	8,100	6.9	12.5	16.7	14.2	.01
Copiah	111,301	9,973	7.2	16.0	20.1	13.8	.00

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S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over: A	B	C	D	Buying Power Index
Covington	57,185	10,317	8.7	19.6	22.6	9.2	.0043
De Soto	279,085	16,470	6.2	13.0	28.1	26.0	.0173
Franklin	37,176	9,250	7.6	12.7	19.1	15.5	.0025
George	73,303	14,110	4.8	18.3	30.4	15.8	.0048
Greene	30,479	7,562	9.2	20.5	15.5	2.3	.0022
Grenada	115,013	13,740	6.5	13.2	23.7	23.1	.0091
Holmes	67,405	6,347	7.2	13.1	14.1	7.3	.0057
Humphreys	46,718	7,579	7.5	13.4	16.2	11.0	.0034
Issaquena	9,513	7,853	6.7	14.4	12.1	16.0	.0007
Itawamba	73,833	10,642	8.9	23.3	23.9	5.9	.0052
Jasper	56,698	8,197	7.4	16.7	19.1	7.5	.0042
Jefferson	29,110	6,829	7.6	13.5	14.0	10.0	.0022
Jefferson Davis	49,010	8,965	7.1	16.2	19.3	10.8	.0036
Jones	362,421	14,674	5.9	14.5	26.7	22.4	.0241
Kemper	31,052	6,970	8.1	15.3	14.1	8.4	.0023
Lafayette	151,011	12,595	8.1	15.0	22.1	21.1	.0100
Lawrence	57,328	10,331	7.3	14.1	19.0	18.0	.0036
Leake	70,807	8,156	7.5	15.5	20.8	6.8	.0051
Lee	379,642	16,490	5.6	16.2	26.7	27.8	.0271
Leflore	187,472	10,243	7.0	14.7	19.2	16.8	.0141
Lincoln	129,753	11,501	8.1	18.2	25.0	12.6	.0093
Lowndes	326,286	15,443	6.4	15.7	25.4	25.8	.0221
Madison	137,953	10,375	8.2	16.4	20.5	14.5	.0103
Marion	96,327	9,561	8.5	18.6	19.3	10.2	.0078
Marshall	96,452	10,145	7.9	16.1	20.2	14.2	.0072
Monroe	185,811	13,695	6.5	16.3	29.0	16.7	.0127
Montgomery	42,668	8,649	7.6	18.4	19.6	6.8	.0037
Neshoba	115,821	12,106	6.7	16.1	24.5	16.3	.0076
Newton	91,630	11,367	6.9	16.6	23.9	14.1	.0060
Noxubee	46,279	7,427	8.7	15.0	14.2	9.5	.0036

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over: A	B	C	D	Buying Power Index
Oktibbeha	179,322	12,505	7.6	14.2	21.2	22.1	.0119
Panola	104,482	9,153	6.7	15.6	21.5	10.0	.0083
Pearl River	142,219	11,881	7.3	18.7	23.7	14.6	.0101
Perry	48,405	13,156	6.2	15.8	26.6	18.1	.0029
Pike	165,275	10,432	9.1	16.7	20.7	14.4	.0134
Pontotoc	89,221	10,390	7.1	16.4	24.7	10.3	.0061
Prentiss	99,731	11,151	8.1	19.3	25.8	9.6	.0078
Quitman	37,875	5,534	7.5	11.6	13.8	6.4	.0031
Scott	98,191	10,879	9.0	18.7	22.7	12.4	.0075
Sharkey	31,349	8,174	8.9	11.6	14.8	15.6	.0023
Simpson	104,416	12,233	7.8	16.1	23.8	17.6	.0073
Smith	70,093	11,858	6.2	14.0	25.1	16.1	.0045
Sunflower	127,870	8,409	7.6	12.3	17.0	14.7	.0097
Tallahatchie	72,587	7,863	7.9	11.7	15.4	14.3	.0048
Tate	97,027	12,899	7.0	15.3	21.6	22.4	.0072
Tippah	79,933	10,186	9.5	18.3	24.2	8.2	.0057
Tishomingo	79,374	11,162	7.7	18.2	26.3	9.8	.0056
Tunica	32,168	5,918	6.6	11.8	13.1	6.8	.0027
Union	119,778	13,012	6.7	16.1	25.3	18.1	.0075
Walthall	49,745	8,523	8.9	18.5	18.4	6.7	.0039
Warren	290,089	14,344	6.1	13.9	24.0	24.1	.0200
Washington	369,690	12,010	6.9	14.2	20.1	21.9	.0272
Wayne	68,879	9,510	7.8	17.3	22.2	8.7	.0055
Webster	45,307	10,625	7.3	18.9	23.6	9.8	.0033
Wilkinson	36,953	8,469	8.9	16.0	16.1	11.2	.0028
Winston	84,078	9,985	8.5	16.1	21.9	12.0	.0059
Yalobusha	55,908	9,836	7.8	15.7	19.7	13.9	.0038
Yazoo	128,710	9,158	6.6	11.9	18.0	17.6	.0088
TOTAL METRO COUNTIES	**5,079,255**	**16,290**	**5.9**	**15.1**	**27.1**	**26.9**	**.3405**
TOTAL STATE	**12,630,511**	**12,776**	**6.7**	**15.4**	**23.6**	**19.7**	**.8799**

MISSOURI

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S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79: Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979: Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
COLUMBIA	**93.8**	**.0423**	**24.2**	**31.0**	**18.1**	**11.7**	**16.7**	**31.2**	**426,987**	**81,794**	**45,975**	**58,079**	**14,581**	**80,325**	**18,243**
Boone	93.8	.0423	24.2	31.0	18.1	11.7	16.7	31.2	426,987	81,794	45,975	58,079	14,581	80,325	18,243
• Columbia	67.4	.0304	23.6	37.2	17.6	11.0	14.2	22.0	396,880	74,341	44,547	57,330	14,461	71,417	17,669
SUBURBAN TOTAL	26.4	.0119	28.3	14.6	19.6	13.5	23.3	9.2	30,107	7,453	1,428	749	120	8,908	574
JOPLIN	**121.6**	**.0548**	**32.7**	**12.2**	**14.6**	**15.6**	**31.1**	**47.3**	**578,580**	**107,084**	**41,707**	**68,335**	**21,913**	**144,250**	**23,819**
Jasper	83.7	.0377	32.8	12.6	14.6	15.2	31.5	33.1	483,656	82,101	35,544	61,400	19,319	118,897	22,540
• Joplin	41.6	.0188	32.3	13.8	15.2	14.6	31.3	17.1	382,630	59,975	28,026	52,184	16,607	93,677	19,002
Newton	37.9	.0171	32.7	11.3	15.1	16.3	30.2	14.2	94,924	24,983	6,163	6,935	2,594	25,353	1,279
SUBURBAN TOTAL	80.0	.0360	33.0	11.3	14.5	16.0	31.0	30.2	195,950	47,109	13,681	16,151	5,306	50,573	4,817
KANSAS CITY	**1,333.5**	**.6018**	**30.1**	**12.5**	**18.1**	**17.4**	**23.7**	**497.3**	**6,384,658**	**1,177,490**	**565,287**	**1,034,329**	**246,401**	**1,461,262**	**160,452**
Cass	49.9	.0226	28.9	11.7	18.4	17.0	21.8	16.9	139,951	35,523	10,419	10,435	2,914	32,703	4,597
Clay	139.9	.0631	28.7	13.4	20.6	18.6	18.5	48.0	766,601	130,741	59,742	142,149	24,149	223,265	14,719
Jackson	635.7	.2869	30.7	13.1	17.1	16.5	26.2	257.8	3,051,287	587,196	309,520	462,794	106,343	655,615	85,796
Independence	114.5	.0517	29.5	12.7	19.0	17.7	21.9	43.5	656,904	103,636	63,798	136,079	20,031	171,203	14,560
• Kansas City	450.1	.2031	31.2	12.8	16.3	16.3	27.5	185.1	2,064,914	393,490	229,532	345,032	77,331	368,971	58,753
Platte	44.0	.0198	29.0	12.0	20.1	18.1	19.7	14.5	112,899	34,312	11,106	9,771	983	10,490	3,741
Ray	19.5	.0088	33.3	9.2	15.2	16.1	31.3	7.3	57,211	13,717	2,789	1,636	949	14,346	2,858
Johnson, Kans.	*264.8*	*.1194*	*29.9*	*10.9*	*19.7*	*20.1*	*19.9*	*87.5*	*1,529,695*	*206,622*	*114,176*	*306,163*	*89,954*	*342,108*	*33,842*
Overland Park	*87.7*	*.0396*	*29.1*	*9.7*	*22.2*	*22.1*	*14.8*	*28.4*	*721,169*	*66,798*	*45,716*	*219,448*	*23,556*	*173,519*	*14,077*
Wyandotte, Kans.	*179.9*	*.0812*	*29.9*	*13.1*	*16.2*	*16.0*	*25.8*	*65.3*	*727,014*	*169,379*	*57,535*	*101,381*	*21,109*	*182,735*	*14,899*
Kansas City	*168.5*	*.0760*	*30.0*	*13.2*	*16.3*	*15.6*	*26.3*	*62.0*	*692,835*	*161,141*	*56,208*	*100,718*	*21,008*	*167,190*	*12,578*
SUBURBAN TOTAL	883.4	.3987	29.6	12.4	18.8	18.0	21.9	312.2	4,319,744	784,000	335,755	689,297	169,070	1,092,291	101,699
ST. JOSEPH	**101.7**	**.0459**	**33.9**	**11.0**	**14.2**	**15.5**	**32.9**	**38.5**	**428,312**	**87,198**	**33,617**	**68,124**	**18,751**	**87,382**	**15,787**
Andrew	14.6	.0066	35.7	8.9	13.8	15.8	34.9	5.6	30,657	3,936	959	712	132	11,680	390
Buchanan	87.1	.0393	33.6	11.4	14.1	15.4	32.6	32.9	397,655	83,262	32,658	67,412	18,619	75,702	15,397
• St. Joseph	78.8	.0356	34.2	11.7	14.0	14.9	34.0	30.4	389,253	82,751	31,980	67,385	17,320	75,173	15,397
SUBURBAN TOTAL	22.9	.0103	32.7	8.8	14.9	17.5	29.1	8.1	39,059	4,447	1,637	739	1,431	12,209	390
ST. LOUIS	**2,390.3**	**1.0789**	**30.3**	**12.3**	**16.5**	**17.2**	**25.0**	**811.3**	**9,953,879**	**2,254,472**	**890,805**	**1,517,529**	**405,523**	**2,003,145**	**277,771**
Franklin	67.3	.0304	30.3	10.8	16.0	15.3	27.2	23.0	276,830	73,467	17,480	22,777	7,625	55,298	2,938
Jefferson	133.6	.0603	27.4	11.9	19.4	17.0	18.3	42.2	376,379	124,196	19,174	35,652	11,912	71,152	11,088
St. Charles	132.8	.0600	27.0	12.0	21.3	17.1	15.7	41.3	517,693	115,187	39,225	47,533	21,291	109,330	10,488

MO. (cont.)
ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROU
1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
St. Louis	986.0	.4450	30.4	12.1	17.9	18.8	23.0	319.6	4,997,161	1,094,733	415,399	875,922	228,780	1,025,922	135,7
Florissant	70.0	.0316	26.9	11.3	20.4	21.2	12.3	19.5	234,117	77,129	22,203	18,803	5,941	47,869	6,8
University City	47.3	.0213	36.9	10.8	16.1	14.4	37.3	18.3	80,631	21,328	8,237	13,912	6,547	6,724	4,6
St. Louis city	487.6	.2201	32.8	13.4	13.7	14.2	32.7	187.5	1,622,509	363,169	216,782	214,577	57,105	264,234	57,0
* St. Louis	487.6	.2201	32.8	13.4	13.7	14.2	32.7	187.5	1,622,509	363,169	216,782	214,577	57,105	264,234	57,0
Clinton, Ill.	31.6	.0143	30.2	11.1	13.9	16.1	27.2	10.0	86,489	17,334	7,516	2,705	3,107	16,189	2,7
Madison, Ill.	246.0	.1110	30.6	12.1	16.0	17.3	25.7	85.2	1,013,051	247,595	82,667	94,213	34,691	259,995	29,5
Granite City	39.8	.0180	30.4	11.9	14.7	18.7	24.6	14.2	166,953	65,151	18,057	13,719	5,530	19,650	5,9
Monroe, Ill.	19.0	.0086	32.2	9.5	15.9	17.0	28.5	6.5	47,301	12,694	4,320	1,625	1,460	11,078	1,14
St. Clair, Ill.	286.4	.1292	29.3	12.3	14.6	17.0	24.8	96.0	1,016,466	206,097	88,242	222,515	39,552	189,947	27,02
Belleville	44.7	.0202	34.2	12.4	13.6	15.9	33.0	17.1	316,603	43,758	20,708	46,116	13,087	113,954	7,87
East St. Louis	55.6	.0251	28.1	12.0	12.7	14.3	27.0	19.1	144,725	30,080	8,771	25,985	3,693	36,774	7,94
SUBURBAN TOTAL	1,902.7	.8588	29.8	12.0	17.4	17.9	23.0	623.8	8,331,370	1,891,303	674,023	1,302,952	348,418	1,738,911	220,757
SPRINGFIELD	**210.1**	**.0949**	**29.5**	**16.5**	**16.0**	**15.3**	**25.9**	**76.5**	**1,021,041**	**178,548**	**84,735**	**136,800**	**51,721**	**237,214**	**25,3**
Christian	22.1	.0100	31.4	10.9	15.7	15.7	28.6	8.2	47,782	12,710	1,557	2,282	703	16,100	534
Greene	188.0	.0849	29.3	17.2	15.9	15.3	25.6	68.3	973,259	165,838	83,178	134,518	51,018	221,114	24,789
● Springfield	142.8	.0644	29.2	18.4	15.9	14.6	26.1	53.1	864,382	156,135	78,349	128,851	49,429	167,837	23,738
SUBURBAN TOTAL	67.3	.0305	30.3	12.6	16.1	16.9	25.6	23.4	156,659	22,413	6,386	7,949	2,292	69,377	1,585
OTHER COUNTIES															
Adair	24.3	.0109	25.7	27.9	13.6	11.0	26.3	8.7	114,501	23,754	9,035	11,914	5,685	24,990	2,514
Atchison	9.2	.0042	34.2	14.9	13.0	15.3	33.6	3.2	26,803	6,298	1,066	673	336	4,446	595
Audrain	26.1	.0118	33.5	10.1	14.0	16.2	31.7	9.7	108,241	26,238	3,983	9,859	7,992	20,944	3,171
Barry	23.7	.0106	37.7	8.5	13.1	14.7	38.0	9.3	79,856	17,793	4,833	6,750	926	16,020	2,618
Barton	11.5	.0052	42.0	8.8	10.7	14.4	42.4	4.7	32,153	5,705	2,008	485	1,689	10,223	1,182
Bates	15.8	.0072	39.4	8.0	12.9	14.3	39.9	6.5	66,491	12,759	1,965	3,241	1,447	28,510	1,262
Benton	12.5	.0056	45.7	7.1	11.2	13.9	46.0	5.3	32,868	7,205	2,115	1,466	434	8,712	908
Bollinger	10.4	.0047	35.6	10.0	12.5	14.2	36.4	3.8	20,152	6,378	376	190	402	7,706	330
Butler	37.6	.0170	33.8	10.4	13.3	16.0	32.5	14.3	168,592	32,639	9,276	24,141	6,182	41,124	6,963
Caldwell	9.4	.0043	42.7	7.6	11.7	14.5	43.0	3.8	18,070	5,126	657	336	112	3,738	20
Callaway	29.4	.0132	31.2	15.3	14.3	14.7	29.9	9.4	99,722	18,710	10,481	6,546	3,783	15,595	2,709
Camden	19.3	.0087	39.7	8.5	11.9	15.1	39.5	7.8	90,820	20,302	9,009	6,485	3,348	22,478	1,356
Cape Girardeau	56.3	.0254	28.6	20.0	14.5	14.6	26.2	19.4	285,647	51,458	20,930	47,767	16,563	47,723	11,407
Carroll	11.7	.0053	37.9	9.0	12.9	14.8	38.0	4.7	35,201	9,944	1,429	4,107	652	5,795	731
Carter	4.9	.0022	35.2	8.2	11.7	14.0	36.1	1.7	11,439	3,532	1,047	205	83	3,061	152
Cedar	10.8	.0048	41.8	8.0	11.7	14.5	42.1	4.5	43,870	14,587	1,859	3,474	1,164	9,504	1,142
Chariton	10.0	.0045	41.5	7.3	11.8	14.7	41.6	4.0	28,580	6,579	2,193	1,040	897	5,965	795
Clark	8.4	.0038	34.7	10.4	14.5	14.2	35.4	3.1	18,757	3,983	1,129	900	238	2,840	109
Clinton	14.6	.0066	35.7	9.2	13.5	15.7	34.9	5.6	46,449	10,326	4,575	4,196	2,101	9,879	1,306
Cole	56.6	.0256	30.2	14.1	16.8	16.2	25.8	19.1	271,893	52,956	14,957	37,089	13,640	68,914	6,500
Cooper	15.2	.0068	34.1	11.9	13.3	14.5	34.3	5.5	50,794	12,061	2,632	5,026	866	11,616	1,572
Crawford	17.3	.0078	33.7	9.1	13.6	14.5	33.7	6.1	62,057	11,709	2,895	2,167	791	14,085	886
Dade	8.0	.0037	43.5	6.8	11.0	14.4	43.8	3.3	16,378	3,860	491	130	528	1,488	285
Dallas	12.3	.0055	40.7	7.8	11.2	14.6	40.9	4.8	24,640	5,629	1,365	687	2,179	5,075	328
Daviess	8.8	.0040	41.4	8.1	11.7	14.0	42.0	3.6	19,210	3,735	702	610	232	7,158	492
De Kalb	8.0	.0036	38.4	7.5	12.5	15.4	38.1	2.9	14,263	2,252	957	772	928	3,006	151
Dent	12.6	.0057	34.3	9.0	13.8	14.1	34.9	4.6	43,583	11,282	2,019	5,381	3,211	7,923	780
Douglas	11.2	.0050	36.3	9.3	12.7	15.3	36.0	4.2	29,070	6,826	1,534	3,548	450	7,045	1,602
Dunklin	36.6	.0165	32.8	9.6	14.1	14.6	32.2	13.7	144,815	38,599	6,188	11,177	5,710	28,513	3,582
Gasconade	13.2	.0060	40.4	8.8	11.6	15.3	40.3	5.1	43,103	11,650	2,505	1,698	1,596	10,340	914
Gentry	8.3	.0037	43.5	7.5	11.9	14.0	43.9	3.4	26,806	6,542	1,185	754	2,208	5,485	1,033
Grundy	11.1	.0050	38.0	10.2	14.2	14.2	38.7	4.4	43,921	11,555	3,653	6,545	960	6,216	1,723
Harrison	9.6	.0043	43.4	7.3	12.3	13.7	43.9	4.1	31,039	6,317	1,703	2,636	589	7,433	254
Henry	19.3	.0087	38.2	9.5	13.0	13.8	39.2	7.9	78,240	15,925	5,055	5,435	5,985	13,877	4,483
Hickory	6.5	.0029	47.7	7.4	8.7	14.5	47.7	3.0	10,598	2,803	682	738	275	415	381
Holt	7.0	.0032	43.7	7.2	11.0	15.0	43.7	3.0	31,213	3,091	767	216	250	7,920	212
Howard	10.6	.0048	34.4	15.6	11.4	13.3	36.0	3.8	23,554	5,735	1,628	451	436	6,503	1,376
Howell	28.6	.0129	34.3	9.9	13.6	15.5	33.5	10.9	129,611	31,366	7,539	14,790	5,660	34,251	3,829
Iron	10.8	.0049	32.2	10.6	15.3	13.5	32.3	4.1	34,230	11,789	1,186	2,114	800	6,728	425
Johnson	36.5	.0165	24.5	25.7	15.6	12.3	20.2	11.7	99,543	22,423	8,965	10,131	3,291	18,947	2,888
Knox	5.6	.0026	42.1	7.3	11.8	14.7	42.3	2.1	10,993	2,379	389	1,001	355	2,597	348
Laclede	24.2	.0109	33.0	10.4	15.0	14.9	32.1	9.0	116,848	21,523	5,393	10,000	3,321	29,481	1,858
Lafayette	29.1	.0132	33.9	10.9	14.5	14.9	33.4	10.9	87,353	25,627	5,100	5,361	3,196	16,739	2,974
Lawrence	28.6	.0129	36.8	9.2	13.1	15.3	36.6	11.1	84,805	19,721	5,707	5,887	3,915	24,693	3,339
Lewis	11.0	.0049	33.0	13.7	14.3	14.0	33.2	3.9	30,002	6,555	927	986	1,247	7,557	14
Lincoln	20.4	.0093	33.0	9.4	14.9	15.3	31.7	7.3	53,593	17,425	3,815	5,010	1,326	8,826	97
Linn	15.5	.0069	42.9	7.4	10.6	14.9	42.8	6.4	60,508	11,459	3,418	5,391	3,023	14,995	2,12
Livingston	17.0	.0077	34.7	9.9	14.5	15.0	34.5	6.5	73,471	14,473	2,429	9,548	2,574	15,904	2,04
McDonald	15.6	.0071	35.9	9.7	13.2	15.0	35.9	5.7	33,944	7,582	1,650	2,491	454	4,687	33
Macon	16.3	.0073	40.4	9.2	12.6	14.4	40.9	6.7	51,617	12,251	3,273	2,100	2,773	10,904	1,75
Madison	9.2	.0042	38.3	8.8	11.8	14.0	39.1	3.6	31,510	12,250	2,090	1,004	1,237	3,434	91
Maries	7.1	.0032	35.6	9.0	13.2	15.7	34.9	2.5	11,810	3,278	814	230	463	2,136	
Marion	27.6	.0124	34.7	11.1	13.2	14.9	34.7	10.9	133,693	29,975	11,139	17,252	4,901	21,151	3,33
Mercer	4.6	.0021	45.6	7.1	9.9	15.3	45.5	1.8	7,899	2,082	415	219	305	2,123	23
Miller	18.0	.0081	34.5	10.1	13.1	14.7	34.7	6.6	70,004	9,450	7,698	5,536	2,741	15,330	75
Mississippi	16.0	.0072	29.9	11.3	13.6	13.6	29.5	5.7	56,997	8,959	1,450	1,628	1,754	9,591	1,74
Moniteau	11.8	.0054	36.6	8.8	12.9	14.5	37.0	4.3	41,973	9,226	1,181	798	398	17,232	68
Monroe	9.8	.0044	39.3	7.9	13.0	13.6	40.2	3.8	22,859	3,356	1,250	598	587	7,106	58
Montgomery	11.1	.0050	38.1	8.2	13.3	14.1	38.8	4.3	30,986	5,529	2,254	1,121	1,110	6,364	86
Morgan	13.2	.0060	41.4	8.1	10.9	14.6	41.6	5.2	42,625	10,155	2,217	866	2,762	9,318	27
New Madrid	24.1	.0108	30.5	10.5	13.4	14.7	29.2	8.3	75,810	12,021	2,389	11,095	2,551	12,606	81

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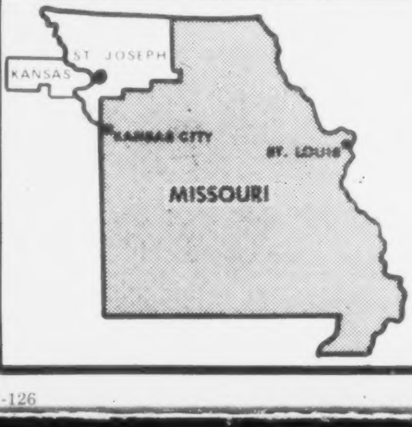
Sources: ABC 12 mos. ending 9/30/79. Belden, USSPI national rate card, 3/3/80.
CPM basis: 1000-line ad, 5000-line rate, based upon total paid circulation vs. total free distribution costs.

MO. (cont.) S&MM ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROU 1979						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Nodaway	22.5	.0102	28.8	21.9	12.0	12.0	30.5	7.6	74,151	15,171	4,737	8,725	2,812	11,048	[illegible]
Oregon	10.5	.0047	39.8	6.4	12.3	14.0	40.4	4.2	27,237	4,602	1,168	1,608	423	6,780	[illegible]
Osage	11.9	.0054	31.8	11.2	12.9	13.8	32.1	4.1	19,364	4,825	1,023	237	667	3,882	
Ozark	8.2	.0037	40.5	8.2	11.7	14.7	40.7	3.1	22,424	5,228	671	1,074	364	5,155	[illegible]
Pemiscot	24.9	.0112	31.0	10.0	11.7	14.1	31.2	8.9	67,775	19,726	4,717	6,317	2,113	9,882	[illegible]
Perry	16.2	.0074	33.4	9.6	12.4	14.1	34.0	5.6	69,642	7,227	5,292	21,525	2,405	9,634	[illegible]
Pettis	37.1	.0167	34.4	10.9	13.6	15.8	33.4	14.3	154,618	32,356	12,514	18,743	5,018	36,877	[illegible]
Phelps	32.6	.0147	26.6	23.1	16.0	13.2	23.3	10.9	148,879	33,187	11,613	12,463	3,630	31,848	[illegible]
Pike	17.6	.0080	34.2	9.2	14.0	15.1	33.8	6.8	53,613	14,021	2,277	6,817	1,310	6,945	[illegible]
Polk	18.5	.0084	34.4	14.0	12.4	13.6	35.7	7.1	71,191	15,827	2,424	6,942	1,789	14,515	[illegible]
Pulaski	42.3	.0191	22.1	47.0	12.2	9.7	8.8	8.7	85,676	14,430	5,845	9,127	3,763	24,947	[illegible]
Putnam	6.6	.0029	43.5	7.8	12.1	14.2	43.9	2.8	22,521	5,265	812	679	314	6,841	[illegible]
Ralls	8.3	.0038	35.6	9.4	14.0	14.9	35.7	3.4	12,024	2,832	287	397	222	3,909	[illegible]
Randolph	24.6	.0111	34.8	12.1	13.4	14.3	35.5	9.4	107,983	26,621	6,584	7,457	6,108	28,906	[illegible]
Reynolds	6.6	.0030	32.6	9.9	15.2	14.5	31.9	2.5	17,530	5,226	393	317	104	6,299	257
Ripley	13.5	.0060	38.1	8.2	11.4	14.3	38.7	5.2	26,672	7,540	588	4,166	492	6,694	[illegible]
St. Clair	9.5	.0043	46.4	7.2	10.8	12.9	47.0	4.1	24,483	2,648	2,635	241	435	11,072	499
Ste. Genevieve	14.8	.0066	30.8	10.0	14.3	15.5	28.5	4.6	41,553	10,449	4,142	2,684	942	8,399	701
St. Francois	40.0	.0180	33.4	10.2	14.1	15.4	32.3	14.5	153,053	40,413	7,065	21,247	5,747	24,659	3,069
Saline	22.8	.0103	35.3	12.3	13.0	14.8	35.5	8.5	86,209	19,351	4,324	10,018	2,459	13,686	3,223
Schuyler	5.0	.0023	40.8	7.9	12.8	14.3	41.2	2.0	17,052	1,591	670	207		6,459	165
Scotland	5.7	.0026	43.6	6.9	11.0	14.7	43.7	2.3	15,350	3,020	1,146	1,711	731	3,904	759
Scott	37.3	.0168	30.0	11.2	15.5	14.8	27.5	13.3	174,967	42,602	13,049	9,538	6,996	39,303	5,218
Shannon	7.7	.0035	33.8	10.8	13.3	15.2	33.2	2.8	11,951	4,353	381	361	207	2,033	121
Shelby	7.3	.0033	42.7	7.4	11.4	13.3	43.6	3.0	25,898	5,521	1,169	1,933	233	7,264	671
Stoddard	29.3	.0132	33.6	10.0	14.2	15.2	32.8	11.0	98,888	15,082	7,367	7,632	3,655	28,574	2,532
Stone	14.2	.0064	38.9	8.8	12.4	15.0	39.0	5.8	31,019	9,548	1,602	973	181	6,458	634
Sullivan	7.2	.0032	44.3	7.5	11.2	13.7	44.8	3.0	13,431	2,601	446	795	556	2,028	189
Taney	20.1	.0091	40.2	12.9	10.5	13.6	41.1	8.0	87,489	20,888	11,181	8,038	1,788	15,181	2,449
Texas	21.4	.0097	35.1	8.8	13.1	15.9	34.2	8.1	73,654	11,311	1,997	5,155	930	19,734	1,114
Vernon	20.0	.0090	38.3	10.5	12.3	14.6	38.7	7.1	65,622	13,877	6,175	7,233	3,940	17,237	1,062
Warren	13.7	.0062	32.9	8.8	14.4	15.4	31.6	4.9	40,213	12,056	3,561	3,552	535	6,906	380
Washington	17.5	.0079	28.3	11.5	14.7	13.9	26.2	5.7	35,350	10,409	1,874	1,956	356	7,750	827
Wayne	11.2	.0050	39.9	8.0	12.6	13.8	40.7	4.2	30,222	7,242	1,571	2,175	1,265	7,736	1,077
Webster	20.2	.0091	32.9	9.6	14.2	14.5	32.5	7.5	44,649	11,457	2,427	3,722	1,391	7,872	778
Worth	3.1	.0014	44.0	7.0	11.5	14.2	44.4	1.4	7,003	2,130	114	55	673	1,284	164
Wright	15.9	.0072	36.9	9.0	12.1	14.7	37.1	6.2	46,768	8,622	2,124	9,005	1,160	7,348	708
TOTAL METRO COUNTIES	**3,223.5**	**1.4549**	**30.2**	**13.3**	**17.1**	**16.7**	**25.1**	**1,151.6**	**14,373,441**	**3,026,865**	**1,307,670**	**2,154,594**	**569,017**	**3,011,526**	**412,134**
TOTAL STATE	**4,899.3**	**2.2110**	**31.2**	**13.0**	**15.7**	**15.9**	**28.0**	**1,769.5**	**20,165,638**	**4,302,817**	**1,665,207**	**2,699,811**	**780,343**	**4,275,540**	**556,900**

MO. S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1979						
			% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
COLUMBIA	**602,226**	**15,778**	**6.5**	**16.2**	**29.2**	**23.6**	**.0416**
Boone	602,226	15,778	6.5	16.2	29.2	23.6	.0416
• Columbia	447,898	15,969	6.7	15.6	27.0	26.2	.0333
SUBURBAN TOTAL	154,328	15,419	6.1	17.6	34.1	17.5	.0083

S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1979						
			% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
△ **JOPLIN**	**665,795**	**11,918**	**7.4**	**19.3**	**25.7**	**12.4**	**.0512**
Jasper	443,500	11,355	7.7	20.2	25.1	10.2	.0376
• Joplin	243,221	11,745	7.0	18.2	25.7	12.4	.0243
Newton	222,295	13,521	6.9	16.9	27.3	17.5	.0136
SUBURBAN TOTAL	422,574	12,006	7.7	19.9	25.7	12.4	.0270



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EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group:
(A) $8,000–$9,999
(B) $10,000–$14,999
(C) $15,000–$24,999
(D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
KANSAS CITY	**11,573,706**	**20,901**	**4.3**	**12.0**	**29.5**	**37.8**	**.4936**
Cass	271,456	15,046	5.9	20.0	34.6	15.5	.0176
Clay	1,188,247	23,437	3.2	9.6	32.5	44.3	.0752
Jackson	5,539,974	19,189	5.0	13.4	29.1	33.3	.3317
Independence	983,003	21,731	3.5	10.9	34.4	38.0	.0629
• Kansas City	3,664,488	17,184	5.7	15.2	29.5	27.4	.2236
Platte	338,047	20,619	3.2	10.9	36.3	35.0	.0181
Ray	113,790	14,431	5.7	16.7	31.6	16.2	.0071
Johnson, Kans.	*2,758,673*	*27,760*	*2.1*	*7.3*	*25.1*	*58.4*	*.1608*
Overland Park	*913,271*	*29,704*	*1.4*	*6.1*	*23.3*	*64.6*	*.0605*
Wyandotte, Kans.	*1,363,519*	*19,536*	*4.6*	*12.5*	*31.4*	*32.6*	*.0831*
Kansas City	*1,283,761*	*19,337*	*4.7*	*12.7*	*31.0*	*32.2*	*.0783*
SUBURBAN TOTAL	7,909,218	23,074	3.4	10.1	29.5	44.0	.4700
ST. JOSEPH	**656,000**	**15,010**	**6.0**	**16.5**	**30.3**	**19.8**	**.0438**
Andrew	78,548	12,675	6.2	18.8	30.8	10.3	.0047
Buchanan	577,452	15,461	6.0	16.2	30.1	21.4	.0391
• St. Joseph	519,477	14,820	6.3	16.6	29.5	19.9	.0363
SUBURBAN TOTAL	136,523	15,575	5.1	16.2	33.3	19.2	.0075
ST. LOUIS	**17,998,739**	**19,997**	**4.3**	**12.3**	**32.1**	**33.8**	**1.1082**
Franklin	446,447	18,196	5.3	13.2	32.0	28.2	.0292
Jefferson	831,966	19,127	3.5	13.0	41.7	26.0	.0504
St. Charles	726,958	17,185	4.6	18.8	44.9	16.4	.0520
St. Louis	8,803,756	24,494	2.8	8.8	30.5	48.2	.5298
Florissant	503,374	24,606	1.6	6.2	39.0	48.2	.0298
University City	473,386	21,629	5.0	12.8	26.7	41.0	.0216
St. Louis city	3,299,322	14,843	6.5	15.9	28.0	21.5	.2009
• St. Louis	3,299,322	14,843	6.5	15.9	28.0	21.5	.2009
Clinton, Ill.	*194,365*	*17,884*	*5.1*	*13.4*	*31.7*	*27.7*	*.0117*
Madison, Ill.	*1,726,671*	*19,356*	*4.4*	*12.7*	*35.2*	*30.0*	*.1098*
Granite City	*284,363*	*19,317*	*4.6*	*13.0*	*34.5*	*30.1*	*.0180*
Monroe, Ill.	*124,936*	*18,551*	*4.2*	*12.5*	*36.8*	*26.3*	*.0072*
St. Clair, Ill.	*1,844,318*	*17,715*	*4.8*	*13.4*	*31.9*	*26.7*	*.1172*
Belleville	*360,345*	*18,683*	*4.8*	*14.0*	*31.4*	*30.4*	*.0259*
East St. Louis	*246,124*	*10,306*	*7.0*	*14.8*	*23.9*	*12.3*	*.0175*
SUBURBAN TOTAL	14,699,417	21,364	3.6	11.3	33.3	37.5	.9073
SPRINGFIELD	**1,371,863**	**15,428**	**6.3**	**16.3**	**30.2**	**21.3**	**.0958**
Christian	115,325	12,618	5.6	20.1	28.5	11.6	.0071
Greene	1,256,538	15,843	6.5	15.8	30.4	22.4	.0887
• Springfield	977,374	15,531	6.6	16.1	29.1	22.6	.0723
SUBURBAN TOTAL	394,489	15,228	5.7	16.6	32.7	18.2	.0235

How To Reach Kansas City's Prime Consumers

Kansas City, the nation's 29th largest metro area, is a key location for marketing your products and services. Ranking number 5 among the nation's top 30 markets, in retail sales per household, Kansas City is a young, affluent and active buying market.

With a median age of 29 and nearly 60% of the population under 35, the majority of Kansas Citians live in households with effective buying incomes above $15,000. In fact, a third maintain yearly incomes over $25,000. Kansas City's Effective Buying Income of $18,500 is more than $2,000 higher than the national average.

The Kansas City Times and Star cover the area's prime consumers like no other medium can. They reach 558,000 daily and 658,000 Sunday readers.

Every day, 70% of Kansas City adults living in households with incomes of $25,000 and above read the Times/Star. On Sunday, that figure rises to 78%. Coverage of the prime 18-49 consumer group is 56% daily and 70% on Sunday. In addition, 74% of area college graduates are daily readers and 84% are Sunday Star readers.

When you need to reach Kansas City, do it through the Times and Star. Kansas City's dominant medium.

DAILY INSERTIONS	REACH	FREQUENCY	% OF MARKET
1	558,000	1.7	61
3	623,000	4.5	68
5	653,000	7.2	71

SUNDAY INSERTIONS	REACH	FREQUENCY	% OF MARKET
1	658,000	1.0	72
2	707,000	1.9	77
3	728,000	2.7	80
4	740,000	3.6	81

***Base: 915,000 Kansas City Adults**

Sources: Sales & Marketing Management "Survey of Buying Power" 1979
Belden Associates "Continuing Market Study" 1979

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MO. (cont.)

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
OTHER COUNTIES							
Adair	130,659	11,422	9.0	17.2	23.9	14.1	.0101
Atchison	63,382	15,760	5.3	14.3	26.1	26.2	.0037
Audrain	169,325	15,646	5.5	16.7	32.3	20.0	.0113
Barry	113,205	9,755	8.7	19.1	22.1	7.8	.0083
Barton	60,067	10,234	9.1	18.9	23.0	9.0	.0040
Bates	108,734	12,710	6.8	14.0	22.5	21.3	.0070
Benton	59,642	8,965	9.8	20.4	17.8	6.7	.0041
Bollinger	38,833	7,638	8.0	16.7	17.7	6.0	.0028
Butler	207,351	10,524	6.9	15.0	21.0	15.7	.0155
Caldwell	40,169	8,443	9.6	19.2	18.7	4.7	.0027
Callaway	185,680	17,473	4.7	14.4	32.4	25.7	.0118
Camden	116,402	11,047	8.6	17.2	20.2	16.8	.0084
Cape Girardeau	359,047	15,963	6.6	14.7	29.6	23.4	.0258
Carroll	62,434	11,221	8.9	19.6	25.3	10.0	.0041
Carter	18,323	7,528	8.4	17.9	14.5	7.3	.0015
Cedar	37,822	6,713	9.1	19.8	12.1	2.6	.0036
Chariton	49,175	9,700	8.3	17.5	22.0	9.5	.0035
Clark	38,106	10,806	8.0	22.3	23.2	8.2	.0025
Clinton	84,784	13,398	6.0	16.7	28.8	15.7	.0056
Cole	391,398	17,820	5.7	16.0	30.4	28.7	.0264
Cooper	89,254	13,130	7.0	17.4	27.4	16.8	.0058
Crawford	72,012	9,777	8.2	20.1	21.7	7.2	.0059
Dade	33,758	7,793	8.5	17.0	17.9	5.5	.0023
Dallas	53,218	8,298	9.2	16.2	17.4	8.6	.0036
Daviess	39,104	8,599	8.4	18.5	18.4	7.1	.0026
De Kalb	31,156	8,483	9.3	18.4	19.0	5.7	.0022
Dent	52,981	8,937	7.9	17.4	21.0	7.6	.0043
Douglas	40,036	6,965	9.6	17.9	12.9	3.7	.0032
Dunklin	161,167	8,585	7.7	16.1	18.7	9.8	.0132
Gasconade	67,143	11,468	7.9	19.5	27.4	9.0	.0048
Gentry	44,072	9,748	9.2	15.8	23.2	9.9	.0029
Grundy	77,679	14,377	6.0	15.2	24.9	23.0	.0049
Harrison	52,778	9,669	8.9	18.8	20.2	9.5	.0036
Henry	133,375	13,633	6.6	15.9	22.7	22.8	.0085
Hickory	25,262	6,154	11.1	15.8	11.2	2.8	.0017
Holt	38,649	10,138	8.8	18.7	22.7	9.3	.0029
Howard	63,078	13,190	7.5	15.8	27.5	17.2	.0037
Howell	146,170	10,027	8.4	18.1	20.0	11.9	.0115
Iron	57,489	11,814	7.3	19.5	25.5	11.9	.0038
Johnson	253,442	16,815	6.3	15.4	27.0	28.3	.0146
Knox	24,760	9,625	7.8	19.4	21.7	7.4	.0016
Laclede	129,851	11,781	7.0	18.9	24.4	13.6	.0101
Lafayette	187,779	15,586	6.3	16.7	31.1	20.8	.0115
Lawrence	150,478	10,911	8.3	18.2	25.4	10.1	.0100
Lewis	62,353	13,027	7.0	19.3	28.7	14.0	.0039
Lincoln	111,735	14,227	5.9	16.4	32.9	14.4	.0073
Linn	89,989	10,936	7.7	16.6	23.7	13.2	.0061
Livingston	111,726	13,490	7.2	17.0	25.4	19.9	.0075
McDonald	70,678	9,863	9.3	21.5	20.1	7.7	.0047
Macon	95,451	11,393	6.7	15.4	23.4	15.4	.006
Madison	44,509	10,364	8.2	19.5	22.8	9.2	.003
Maries	29,728	10,021	6.5	19.6	22.9	7.6	.002
Marion	179,666	14,008	7.1	16.7	27.4	19.1	.012
Mercer	24,413	9,855	8.6	17.1	20.4	11.9	.001
Miller	116,560	14,662	7.1	16.1	26.8	22.1	.007
Mississippi	70,522	9,240	9.2	17.4	18.2	11.0	.005
Moniteau	40,308	7,996	11.0	20.6	16.4	1.9	.003
Monroe	53,756	11,607	6.6	17.8	24.1	13.7	.0034
Montgomery	73,935	14,235	5.4	12.7	24.9	23.0	.0044
Morgan	51,228	8,144	9.5	21.0	16.0	4.2	.0042
New Madrid	117,815	9,717	8.7	14.7	18.7	15.4	.0083
Nodaway	135,661	13,233	7.3	15.9	25.2	19.1	.0087
Oregon	43,958	7,110	7.9	13.7	16.0	7.6	.0031
Osage	71,450	15,086	6.1	14.8	28.7	21.6	.0040
Ozark	37,103	9,007	10.1	16.7	19.5	9.0	.0027
Pemiscot	104,924	8,005	7.7	14.8	18.2	9.4	.0077
Perry	84,134	13,084	7.2	16.2	27.8	15.6	.0065
Pettis	228,710	13,875	7.2	16.6	28.6	17.6	.0156
Phelps	167,723	12,308	7.6	20.6	23.9	14.9	.0132
Pike	88,322	10,573	8.1	18.5	23.7	9.8	.0061
Polk	87,153	9,367	8.3	17.4	19.4	10.6	.0069
Pulaski	248,668	12,862	9.4	27.1	28.4	10.4	.0143
Putnam	38,400	9,952	7.8	16.2	20.7	13.0	.0026
Ralls	47,800	12,722	6.4	19.4	28.0	12.5	.0027
Randolph	177,729	15,411	6.1	14.6	24.5	26.6	.0114
Reynolds	31,154	9,446	6.7	14.9	22.6	10.9	.0021
Ripley	48,122	6,357	7.8	13.9	14.1	4.3	.0036
St. Clair	40,328	6,831	8.3	14.7	15.7	5.9	.0029
Ste. Genevieve	70,476	14,006	6.1	18.2	32.2	14.0	.0048
St. Francois	199,847	12,096	6.7	17.0	28.2	11.5	.0150
Saline	137,989	12,849	7.4	16.9	27.0	16.1	.0093
Schuyler	20,594	7,969	9.1	17.1	20.0	3.7	.0016
Scotland	21,991	6,655	9.0	14.3	14.4	5.2	.0018
Scott	232,647	14,912	6.6	16.1	27.1	22.6	.0164
Shannon	31,565	8,865	10.8	19.5	18.8	5.7	.0021
Shelby	40,947	10,524	8.5	19.2	21.4	11.5	.0028
Stoddard	149,498	10,781	7.0	16.9	23.6	12.3	.0106
Stone	83,418	10,751	8.4	16.7	21.0	14.8	.0049
Sullivan	44,737	10,728	7.1	18.4	17.7	16.4	.0025
Taney	103,932	10,616	9.2	22.0	20.2	10.7	.0080
Texas	115,938	9,952	8.6	16.5	22.3	11.0	.0080
Vernon	110,476	12,542	7.1	17.3	26.0	15.7	.0074
Warren	87,895	16,226	6.1	14.8	32.0	21.9	.0053
Washington	57,724	9,320	9.8	25.5	17.2	3.8	.0045
Wayne	40,502	7,023	7.3	15.1	18.2	4.3	.0033
Webster	79,529	9,014	9.2	21.2	18.8	5.4	.0059
Worth	16,805	7,795	9.4	14.0	16.8	8.6	.0010
Wright	64,587	8,309	8.7	18.4	17.5	6.8	.0050
TOTAL METRO COUNTIES	**24,855,847**	**19,196**	**4.8**	**13.2**	**30.7**	**32.3**	**1.5444**
TOTAL STATE	**33,951,884**	**16,416**	**5.7**	**14.7**	**28.3**	**26.0**	**2.1726**

MONTANA

MONT.

ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BILLINGS	**107.8**	**.0487**	**28.6**	**13.8**	**16.2**	**17.1**	**22.6**	**39.3**	**665,414**	**118,799**	**52,220**	**96,384**	**32,841**	**131,168**	**29,75**
Yellowstone	107.8	.0487	28.6	13.8	16.2	17.1	22.6	39.3	665,414	118,799	52,220	96,384	32,841	131,168	29,75
• Billings	77.1	.0348	28.5	15.0	16.0	16.9	22.7	28.9	538,400	85,594	41,571	94,532	29,380	119,622	29,2
SUBURBAN TOTAL	30.7	.0139	28.9	10.8	16.5	17.8	22.1	10.4	127,014	33,205	10,649	1,852	3,461	11,546	53
GREAT FALLS	**86.6**	**.0391**	**28.1**	**14.2**	**18.3**	**16.4**	**21.0**	**30.9**	**439,500**	**75,900**	**38,269**	**55,761**	**22,122**	**92,236**	**18,2**
Cascade	86.6	.0391	28.1	14.2	18.3	16.4	21.0	30.9	439,500	75,900	38,269	55,761	22,122	92,236	18,2
• Great Falls	62.6	.0283	29.1	13.2	17.3	16.8	23.1	23.5	398,911	70,105	32,350	46,060	20,364	90,080	18,2
SUBURBAN TOTAL	24.0	.0108	26.0	16.7	20.7	15.4	15.8	7.4	40,589	5,795	5,919	9,701	1,758	2,156	
△ **MISSOULA**	**71.1**	**.0321**	**26.7**	**19.5**	**18.1**	**14.7**	**20.2**	**25.2**	**397,559**	**67,926**	**35,778**	**35,231**	**23,499**	**92,626**	**14,1**
Missoula	71.1	.0321	26.7	19.5	18.1	14.7	20.2	25.2	397,559	67,926	35,778	35,231	23,499	92,626	14,
• Missoula	32.5	.0147	26.4	26.1	15.1	12.5	24.5	12.3	375,697	65,093	33,183	33,864	22,367	88,287	12,
SUBURBAN TOTAL	38.6	.0174	26.9	13.9	20.6	16.6	16.7	12.9	21,862	2,833	2,595	1,367	1,132	4,339	1,6
OTHER COUNTIES															
Beaverhead	8.8	.0040	29.7	16.2	15.0	14.7	27.4	3.4	29,716	7,358	3,213	842	1,147	6,109	1,
Big Horn	10.7	.0048	26.7	12.3	16.7	15.0	21.2	3.2	30,983	8,666	3,384	384	362	7,496	6

MONT. (cont.)

ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
aine	7.8	.0035	29.9	10.3	13.8	15.2	27.8	2.7	16,480	2,778	1,522	692	188	6,510	530
oadwater	3.6	.0017	32.3	8.5	14.1	15.8	30.4	1.3	15,273	4,695	1,601	527		3,901	449
arbon	9.0	.0040	39.7	8.0	10.8	15.6	39.2	3.4	19,802	4,761	2,847	148	155	1,827	734
arter	2.0	.0009	34.5	9.4	15.5	15.9	33.3	.6	2,070	843	400	61			39
houteau	7.2	.0033	33.5	9.3	13.4	17.4	30.6	2.8	10,432	2,609	1,599	289	14	2,672	498
uster	13.8	.0062	31.5	11.0	14.1	16.1	28.9	4.8	61,726	13,052	6,722	1,682	1,464	9,847	2,192
aniels	3.1	.0014	34.5	8.2	13.1	16.5	32.9	1.4	7,605	2,120	782	59	228	1,710	261
awson	11.5	.0052	29.0	11.5	15.6	16.9	23.7	3.9	60,440	12,190	5,005	2,087	2,807	8,385	2,475
Deer Lodge	14.7	.0066	34.1	10.6	12.8	15.8	33.0	4.8	38,981	12,329	4,838		881	8,597	2,179
allon	3.6	.0016	29.3	10.3	15.8	16.8	24.3	1.3	14,395	3,219	1,356	594	505	4,616	710
ergus	13.5	.0061	34.2	8.9	13.7	16.7	32.2	5.1	47,495	11,102	4,437	1,807	2,270	9,867	2,121
lathead	50.4	.0228	30.6	10.4	15.8	16.9	26.1	18.2	248,920	57,426	25,314	15,189	10,628	50,649	8,048
Gallatin	44.1	.0199	24.7	26.3	15.9	13.3	19.9	15.4	222,983	34,151	20,947	11,552	12,946	35,535	8,095
Garfield	1.7	.0007	30.6	12.4	14.9	16.1	27.3	.6	2,054	488	484	150		55	42
Glacier	11.2	.0051	27.2	9.6	14.5	16.1	22.6	3.6	39,928	9,162	3,955	5,544	1,145	6,401	643
Golden Valley	1.0	.0004	36.3	8.8	11.3	18.7	32.9	.4	666	105	128				
Granite	2.6	.0012	33.8	8.0	15.3	15.5	32.7	1.0	5,072	1,367	649			1,178	214
Hill	19.3	.0087	27.0	15.9	14.5	15.7	22.8	6.5	80,863	15,541	5,957	7,180	2,741	13,250	4,407
Jefferson	8.0	.0036	28.8	13.2	15.9	14.2	26.0	2.5	6,918	1,864	1,653	258	192	529	393
Judith Basin	2.9	.0014	36.3	7.6	13.2	15.9	35.3	1.0	5,361	1,212	612		71	624	36
Lake	18.7	.0084	32.0	9.1	13.3	14.7	31.2	6.8	51,360	14,165	4,574	887	1,556	9,211	2,561
Lewis and Clark	42.4	.0191	30.2	12.4	15.9	16.5	26.0	15.5	214,395	48,720	22,193	22,205	11,094	40,972	6,487
Liberty	2.5	.0012	30.4	9.5	13.6	19.2	24.5	.7	8,095	1,908	493		36	4,222	427
Lincoln	17.2	.0077	28.8	11.1	19.1	18.0	20.1	5.8	49,143	17,278	4,390	3,402	1,015	9,593	2,217
McCone	2.7	.0012	30.8	10.0	13.5	18.7	25.6	.9	4,811	1,602	280	115	34	309	
Madison	5.7	.0026	37.0	7.9	13.6	16.3	35.9	2.4	9,189	2,867	2,001	259		538	315
Meagher	2.4	.0011	33.1	10.3	14.9	17.0	30.1	.9	6,190	2,936	907			913	65
Mineral	4.0	.0018	28.9	10.1	17.7	15.5	23.7	1.7	9,591	1,374	1,524	1,792		1,161	439
Musselshell	5.0	.0022	36.7	9.3	10.9	15.4	36.5	2.0	11,478	2,418	1,411	722	471	1,536	140
Park	12.9	.0059	35.5	9.4	13.1	17.4	33.2	5.2	48,228	13,538	5,332	870	1,695	4,983	935
Petroleum	.8	.0003	31.9	7.8	15.1	17.0	28.4	.4	561	264	49				
Phillips	5.3	.0024	32.6	8.8	14.1	16.4	30.2	2.1	17,551	3,581	1,838	268	389	4,088	893
Pondera	7.2	.0033	31.5	8.8	14.5	17.1	27.8	2.5	28,084	5,848	1,481	776	1,251	11,102	1,871
Powder River	2.6	.0011	28.9	11.7	18.3	18.5	20.3	1.0	7,510	2,006	919	326		1,611	89
Powell	7.4	.0034	32.3	10.2	17.0	17.9	27.6	2.7	20,701	4,169	2,528	166		2,686	1,128
Prairie	1.8	.0008	35.7	10.4	11.1	14.9	35.8	.6	4,519	1,071	813	68		693	54
Ravalli	21.7	.0098	34.1	8.3	14.5	15.6	33.1	8.1	50,304	11,104	4,818	1,659	1,773	8,017	2,952
Richland	11.2	.0050	30.5	9.8	14.4	15.9	27.6	4.0	50,312	14,451	2,703	3,274	2,061	12,035	800
Roosevelt	10.6	.0048	28.2	10.3	13.5	16.1	24.8	3.6	39,074	9,865	3,843	1,034	765	7,544	1,655
Rosebud	10.1	.0046	27.6	10.1	14.6	15.2	24.0	3.4	21,962	6,093	2,587	537	179	3,367	160
Sanders	9.0	.0040	33.1	8.3	15.2	15.5	31.5	3.7	23,049	4,730	2,164	1,558	22	8,270	1,012
Sheridan	5.7	.0026	35.2	7.7	13.6	18.0	32.3	2.2	18,295	2,707	2,675	561	807	972	899
Silver Bow	39.1	.0177	32.9	10.9	14.0	15.1	32.0	15.2	200,698	41,181	15,094	21,803	12,159	41,938	8,031
Stillwater	5.7	.0025	36.5	8.4	12.7	16.8	34.9	2.1	14,380	3,119	1,926	291	126	585	814
Sweet Grass	3.0	.0014	37.9	8.8	13.1	15.4	37.5	1.4	15,529	5,235	807	214	140	2,337	1,054
Teton	6.9	.0031	33.8	8.3	13.9	16.9	31.5	2.5	19,256	2,891	1,646	355	437	9,308	577
Toole	5.6	.0025	32.8	8.9	13.5	17.4	29.6	2.3	21,773	6,654	2,626	342	635	1,873	592
Treasure	1.2	.0006	30.7	7.8	14.9	16.4	27.2	.4	805	373	180	109			
Valley	12.7	.0057	29.0	10.5	15.7	16.7	23.8	4.6	43,032	7,784	3,135	3,296	1,203	11,039	1,563
Wheatland	2.2	.0010	34.4	8.6	13.9	15.1	34.1	.9	6,932	1,676	836	143	139	490	117
Wibaux	1.6	.0007	33.3	9.5	12.5	16.2	31.7	.7	2,704	125	369		34	53	171
TOTAL METRO COUNTIES	**265.5**	**.1199**	**27.9**	**15.4**	**17.3**	**16.3**	**21.5**	**95.4**	**1,502,473**	**262,625**	**126,267**	**187,376**	**78,462**	**316,030**	**62,163**
TOTAL STATE	**800.9**	**.3615**	**29.7**	**13.0**	**15.5**	**16.1**	**25.7**	**289.6**	**3,490,057**	**711,396**	**319,814**	**303,553**	**154,227**	**697,234**	**136,405**

MONT.

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over: A	B	C	D	Buying Power Index
ILLINGS	**709,653**	**16,181**	**5.9**	**17.0**	**33.1**	**21.4**	**.0541**
Yellowstone	709,653	16,181	5.9	17.0	33.1	21.4	.0541
• Billings	551,343	16,859	5.5	15.1	31.2	25.1	.0422
SUBURBAN TOTAL	158,310	14,861	7.0	22.1	38.1	11.2	.0119
EAT FALLS	**557,653**	**15,824**	**6.1**	**19.1**	**33.1**	**20.1**	**.0399**
Cascade	557,653	15,824	6.1	19.1	33.1	20.1	.0399
• Great Falls	432,719	16,433	5.7	17.1	32.9	22.4	.0325
SUBURBAN TOTAL	124,934	14,379	7.4	25.1	33.9	13.0	.0074
MISSOULA	**491,603**	**16,512**	**5.4**	**16.4**	**33.0**	**22.6**	**.0351**
Missoula	491,603	16,512	5.4	16.4	33.0	22.6	.0351
• Missoula	245,995	15,251	6.1	16.6	28.7	22.2	.0232
SUBURBAN TOTAL	245,608	17,481	4.8	16.2	37.0	23.0	.0119
HER COUNTIES							
Beaverhead	51,248	12,124	7.6	18.2	26.7	12.8	.0034
Big Horn	55,289	14,035	7.6	17.5	28.9	17.6	.0036

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over: A	B	C	D	Buying Power Index
Blaine	42,244	12,112	7.9	16.7	23.5	16.8	.0026
Broadwater	17,127	11,977	7.5	21.2	26.1	9.6	.0015
Carbon	41,986	9,600	9.4	18.9	20.2	9.1	.0028
Carter	11,128	12,941	9.5	13.1	23.7	23.8	.0005
Chouteau	69,914	19,901	5.9	14.5	26.8	37.2	.0031
Custer	75,265	13,165	6.6	20.7	28.5	13.8	.0057
Daniels	25,027	15,267	7.1	19.4	27.8	23.4	.0014
Dawson	96,186	20,114	4.3	11.5	33.3	34.5	.0060
Deer Lodge	82,139	15,776	6.1	18.9	36.8	16.9	.0052
Fallon	26,928	19,800	3.9	13.1	28.4	35.6	.0015
Fergus	80,957	13,585	5.7	19.2	28.9	15.5	.0054
Flathead	276,464	14,221	5.8	20.3	33.8	12.7	.0216
Gallatin	272,027	15,208	6.5	19.6	30.6	20.1	.0199
Garfield	12,206	18,000	5.9	13.0	32.3	29.4	.0006
Glacier	62,150	14,560	7.3	15.6	28.2	20.6	.0043
Golden Valley	4,419	9,379	11.9	16.0	24.0	5.5	.0001

MONT. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Granite	14,318	12,130	9.3	22.0	29.2	9.2	.0010
Hill	140,249	18,927	4.7	14.2	29.8	32.7	.0087
Jefferson	33,678	12,485	5.9	24.3	29.5	7.6	.0020
Judith Basin	13,376	11,441	11.0	25.1	26.4	7.3	.0009
Lake	79,726	10,114	9.0	21.2	22.9	6.4	.0059
Lewis and Clark	268,683	15,457	6.5	17.9	34.4	17.5	.0193
Liberty	15,023	16,053	4.6	25.4	26.1	28.3	.0011
Lincoln	84,822	13,426	7.6	28.6	33.5	7.7	.0058
McCone	25,432	21,560	3.4	14.7	26.4	41.0	.0011
Madison	48,638	14,110	8.0	16.3	23.8	23.2	.0024
Meagher	10,401	10,157	11.1	20.3	23.3	7.3	.0008
Mineral	25,680	14,239	6.6	26.7	34.3	10.6	.0014
Musselshell	22,801	9,542	10.3	19.2	23.4	5.3	.0015
Park	74,241	12,603	7.6	21.6	29.6	10.5	.0051
Petroleum	3,825	10,139	8.5	39.2	10.8	1.3	.0002
Phillips	31,527	12,750	8.1	20.7	26.8	14.1	.0020
Pondera	51,357	17,212	4.4	16.1	29.3	27.3	.0033
Powder River	17,986	14,533	8.9	20.1	26.1	21.8	.0010
Powell	47,516	15,737	6.5	16.9	34.6	18.0	.0029
Prairie	12,182	17,000	5.5	13.3	26.7	28.7	.0006
Ravalli	90,651	9,518	8.5	20.7	21.9	5.3	.0065
Richland	78,785	17,061	5.3	15.7	29.1	28.7	.0011
Roosevelt	64,290	15,170	6.0	16.7	28.6	21.9	.0043
Rosebud	48,362	11,534	8.0	24.3	23.7	9.3	.0032
Sanders	53,184	12,930	6.1	20.6	29.1	11.9	.0031
Sheridan	55,365	21,578	4.3	13.2	26.3	41.5	.0029
Silver Bow	257,158	15,772	5.7	15.6	34.4	18.6	.0152
Stillwater	35,820	13,675	6.5	17.7	25.4	19.6	.0031
Sweet Grass	17,405	9,553	10.4	18.9	20.4	8.3	.0014
Teton	46,812	14,580	8.0	18.9	26.6	22.2	.0032
Toole	45,405	18,263	2.6	13.1	32.8	27.0	.0026
Treasure	5,633	10,682	12.8	14.4	25.7	13.6	.0004
Valley	71,147	13,524	7.1	20.1	28.8	15.2	.0047
Wheatland	13,596	13,032	7.4	15.9	32.1	11.0	.0009
Wibaux	7,721	10,236	9.6	24.7	23.0	4.1	.0005
TOTAL METRO COUNTIES	**1,758,909**	**16,147**	**5.8**	**17.5**	**33.0**	**21.4**	**.1291**
TOTAL STATE	**4,974,408**	**14,813**	**6.4**	**18.4**	**30.8**	**18.5**	**.3439**

NEBRASKA

NEB.
S&MM ESTIMATES

POPULATION—12/31/79 | RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LINCOLN	**189.4**	**.0854**	**27.4**	**21.5**	**16.6**	**14.4**	**23.0**	**68.6**	**809,808**	**153,127**	**84,823**	**128,367**	**30,142**	**147,198**	**18,789**
Lancaster	189.4	.0854	27.4	21.5	16.6	14.4	23.0	68.6	809,808	153,127	84,823	128,367	30,142	147,198	18,789
• Lincoln	173.4	.0783	27.2	22.5	16.5	14.0	23.1	63.5	767,909	143,486	79,142	128,367	29,244	145,747	18,340
SUBURBAN TOTAL	16.0	.0071	29.5	11.1	16.8	18.8	21.9	5.1	41,899	9,641	5,681		898	1,451	449
OMAHA	**593.3**	**.2679**	**28.4**	**13.7**	**17.6**	**16.7**	**21.6**	**200.2**	**2,356,246**	**477,477**	**251,339**	**363,566**	**136,586**	**491,271**	**80,323**
Douglas	417.8	.1886	28.8	14.4	16.8	16.1	23.5	146.8	1,848,774	360,816	196,819	273,710	121,899	388,401	64,128
• Omaha	380.6	.1718	28.9	14.8	16.4	15.8	24.2	135.9	1,621,522	294,334	175,797	253,101	116,553	321,955	59,191
Sarpy	89.0	.0402	25.7	12.5	22.6	19.3	9.6	24.3	187,047	43,860	20,551	46,287	6,004	28,723	2,722
Pottawattamie, Iowa	*86.5*	*.0391*	*30.1*	*11.4*	*15.8*	*17.1*	*25.1*	*29.1*	*320,425*	*72,801*	*33,969*	*43,569*	*9,683*	*74,147*	*13,473*
Council Bluffs	*60.6*	*.0273*	*29.5*	*12.3*	*16.8*	*15.8*	*25.0*	*21.0*	*273,946*	*63,883*	*24,580*	*43,378*	*8,053*	*68,656*	*12,155*
SUBURBAN TOTAL	212.7	.0961	27.5	11.7	19.6	18.5	17.0	64.3	734,724	183,143	75,542	110,465	20,033	169,316	21,132
OTHER COUNTIES															
Adams	30.8	.0139	31.8	16.1	13.7	14.8	30.8	11.4	145,978	19,787	10,450	27,585	4,480	29,312	2,319
Antelope	9.0	.0040	36.3	8.5	11.5	14.9	36.3	3.5	26,154	4,077	1,479	198	317	8,957	674
Arthur	.6	.0003	32.0	9.0	16.2	17.5	27.7	.2	366		59		24		
Banner	1.0	.0004	33.6	7.5	15.2	18.7	29.2	.4	105		29		18		
Blaine	.9	.0005	35.8	7.1	15.1	15.1	35.8	.4	2,118	230	41			178	

OMAHA, A QUALITY METRO MARKET

Median EBI/Household: 8% Above US
$15,000+ Households: 10% Above US
$25,000+ Households: 8% Above US

Omaha World-Herald **75% SUNDAY 71% DAILY COVERAGE**

(Sources: ABC 3/31/79; S&MM 1979 Survey of Buying Power)
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NE (cont.)
ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

ME O AREA unty City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ne	7.7	.0034	35.1	8.1	12.1	15.8	34.4	2.9	25,581	4,715	1,409	2,268	477	6,649	656
Butte	12.2	.0055	33.8	8.3	12.4	15.8	32.7	4.6	50,068	14,451	3,144	4,537	1,090	9,604	1,867
yd	3.3	.0015	40.6	7.1	10.6	15.0	40.6	1.2	6,280	1,666	594	136	59	408	28
own	4.4	.0020	36.0	6.5	14.6	15.9	35.2	1.5	16,513	3,142	1,821	406	833	3,939	242
ffalo	33.9	.0153	25.5	23.1	12.7	12.7	25.2	11.5	158,568	26,125	16,660	20,245	8,348	33,144	1,672
rt	8.6	.0039	40.0	7.9	11.1	15.9	39.4	3.4	22,348	6,789	2,039	284	866	5,114	710
tler	9.2	.0041	37.4	8.7	12.2	14.9	37.5	3.4	21,984	4,051	2,391	524	384	5,502	453
ss	20.5	.0093	31.6	11.2	15.5	15.7	28.9	7.2	45,678	9,966	3,894	2,190	303	14,091	658
Cedar	11.2	.0050	32.5	8.3	11.8	14.4	32.6	3.5	27,616	3,947	2,414	359	215	3,640	569
Chase	4.6	.0021	35.2	6.8	14.2	15.6	34.6	1.8	19,245	5,352	728	598	569	3,562	716
Cherry	6.7	.0030	32.5	9.2	15.7	15.8	30.3	2.5	27,557	4,807	3,295	2,136	1,091	5,103	701
Cheyenne	10.3	.0047	32.8	10.3	12.9	17.2	29.9	3.9	50,886	9,832	2,049	1,625	1,049	9,038	1,264
Clay	8.0	.0036	35.7	8.0	13.3	15.5	35.1	3.2	15,961	3,633	1,259	135	1,061	2,436	152
Colfax	9.8	.0044	39.2	8.4	12.1	14.4	39.6	3.9	28,118	6,000	3,490	1,361	813	6,248	353
Cuming	12.0	.0054	34.7	8.6	13.0	15.7	34.0	4.4	34,222	7,479	1,769	1,296	672	11,944	688
Custer	14.0	.0064	37.8	7.8	12.2	15.4	37.4	5.4	43,764	11,191	2,861	2,293	1,559	8,800	1,124
☐ Dakota	17.1	.0077	28.4	11.9	16.9	14.6	24.2	5.6	62,653	15,385	6,597	541	1,908	13,211	2,875
Dawes	9.2	.0041	27.5	21.8	11.3	12.8	28.7	3.1	36,990	9,339	4,056	2,192	1,309	6,540	942
Dawson	22.7	.0103	32.5	9.9	14.1	16.0	30.4	8.5	94,573	18,486	5,840	6,821	3,593	19,032	3,198
Deuel	2.7	.0012	40.0	7.8	12.1	15.7	39.6	1.0	9,359	338	814	255	811	1,258	135
Dixon	7.2	.0032	36.8	8.5	11.8	15.2	36.5	2.8	9,610	2,143	1,145	243	53	1,671	577
Dodge	35.8	.0162	32.0	11.5	15.1	16.3	29.1	12.9	153,234	31,544	14,094	17,559	6,138	35,678	4,612
Dundy	2.7	.0012	41.3	7.7	11.5	15.3	41.1	1.0	7,257	1,897	612	779	177	1,341	127
Fillmore	7.7	.0034	39.3	7.3	12.7	16.0	38.6	3.2	18,534	3,969	2,813	1,216	175	2,492	578
Franklin	4.5	.0021	44.0	6.7	11.3	15.3	43.9	1.9	9,123	2,983	868	455	77	1,498	123
Frontier	3.9	.0017	34.5	12.6	12.5	15.1	34.3	1.3	5,709	893	521		74	2,057	40
Furnas	6.6	.0030	43.3	7.0	10.7	14.1	43.7	2.7	22,576	5,051	1,220	556	672	5,581	890
Gage	23.6	.0107	35.1	11.5	13.7	15.7	34.3	8.4	85,349	18,876	6,407	8,399	3,257	16,025	2,225
Garden	3.0	.0013	39.3	7.5	13.3	16.5	38.2	1.4	6,456	1,180	510	270	142	1,287	365
Garfield	2.4	.0011	40.2	6.4	12.7	13.7	41.1	1.2	6,851	2,002	217	221		857	509
Gosper	2.8	.0013	39.0	5.7	11.4	17.2	37.4	.9	2,641	478	902	58	53	62	
Grant	.9	.0004	29.7	9.7	14.8	16.6	25.6	.4	1,573	349	34	146	24		
Greeley	3.8	.0017	36.9	7.5	10.3	14.0	37.8	1.2	10,975	1,109	764	244	25	406	120
Hall	48.1	.0217	30.6	12.0	15.5	15.6	27.6	17.7	252,996	25,063	24,460	63,513	8,166	43,817	2,561
Hamilton	8.8	[illegible]	33.5	9.3	13.7	16.8	31.2	3.3	28,345	5,459	1,517	1,333	552	6,107	1,257
Harlan	4.8	.0021	41.9	6.6	11.0	15.9	41.4	1.9	9,459	1,416	1,250	600	419	1,879	284

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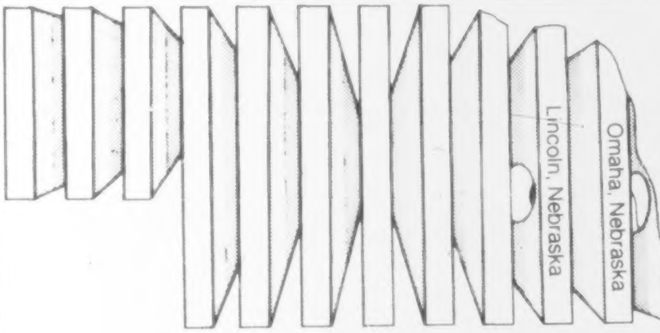
NEB. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	ug ($000)
Hayes	1.6	.0008	35.1	5.9	13.7	17.8	32.3	.6	2,544	513	84		33		
Hitchcock	4.4	.0019	38.9	6.7	11.1	16.3	37.9	1.9	5,753	1,773	996		24	99	57
Holt	12.6	.0057	33.9	8.4	12.4	15.0	33.6	4.6	46,784	8,497	2,457	2,914	2,128	7,469	375
Hooker	1.0	.0005	38.4	7.0	10.6	17.8	36.2	.4	2,933	433	123	223		1,493	85
Howard	6.9	.0031	34.6	8.0	13.2	16.0	33.5	2.7	13,556	2,992	1,203	593	1,209	2,537	429
Jefferson	10.0	.0045	39.1	10.3	11.8	15.0	39.1	4.1	36,840	7,244	2,583	1,836	1,869	9,416	100
Johnson	5.2	.0024	40.0	7.7	12.1	15.0	39.9	2.1	12,579	2,511	1,477	584	237	275	832
Kearney	6.7	.0030	34.9	9.2	14.6	15.9	33.9	2.8	17,309	4,761	1,065	719	462	4,173	752
Keith	10.5	.0047	32.2	8.8	15.2	16.7	29.0	3.8	64,163	10,511	3,928	3,309	1,642	13,009	062
Keya Paha	1.2	.0006	33.3	7.0	16.0	13.8	33.4	.4	1,285	141	184	62	25		
Kimball	5.6	.0025	30.9	10.4	16.2	18.8	24.6	2.1	30,195	4,662	1,462	1,149	782	5,307	543
Knox	10.8	.0049	37.6	7.5	11.3	16.5	36.4	4.0	30,970	3,887	4,553	626	393	6,606	959
Lincoln	37.3	.0169	30.9	10.5	14.7	15.8	28.2	13.8	176,885	30,867	14,670	31,690	9,141	32,677	3,814
Logan	.9	.0004	34.3	8.8	10.8	14.7	34.5	.4	805	63	62				
Loup	1.1	.0005	37.7	7.0	13.5	16.0	37.0	.5	791	160	248	58	25		
McPherson	.7	.0003	36.3	7.6	12.1	16.5	34.9	.2	439	65	40				
Madison	30.4	.0137	31.8	12.7	14.0	14.5	31.0	11.2	166,682	31,961	12,280	24,683	8,846	31,885	3,934
Merrick	8.8	.0040	33.0	8.6	14.9	16.2	30.7	3.2	18,633	4,680	1,621	237	236	3,149	32
Morrill	6.3	.0028	35.5	8.1	13.1	16.0	34.6	2.3	16,042	4,323	1,126	1,159	834	4,513	475
Nance	4.8	.0022	39.5	7.0	11.0	15.2	39.3	1.8	6,464	1,950	712	188	387	553	230
Nemaha	7.8	.0035	34.0	16.2	12.1	14.0	34.9	3.0	23,273	5,731	2,644	1,996	73	4,650	348
Nuckolls	6.5	.0029	38.5	6.8	12.4	15.7	37.9	2.5	22,098	4,886	1,564	899	641	2,706	573
Otoe	14.9	.0068	37.3	9.0	12.8	15.6	36.8	5.9	64,392	12,753	5,194	2,969	2,060	17,894	1,346
Pawnee	3.6	.0016	45.6	6.6	9.5	15.4	45.5	1.4	8,060	1,489	506	61	160	2,357	217
Perkins	3.3	.0015	37.5	7.8	12.0	15.3	37.3	1.2	9,559	1,306	415	239	212	529	113
Phelps	10.5	.0047	34.6	9.5	14.3	15.9	33.6	3.9	43,983	8,615	2,112	2,156	2,226	9,863	1,525
Pierce	8.7	.0039	34.9	8.5	13.5	15.5	34.4	3.2	19,443	3,309	1,665	541	691	5,575	441
Platte	28.8	.0130	29.5	12.0	14.9	16.0	25.8	9.8	126,185	24,720	11,871	19,641	6,341	23,044	2,533
Polk	6.2	.0028	39.5	7.6	12.0	14.9	39.6	2.4	17,765	2,382	620	299	110	3,354	1,810
Red Willow	13.5	.0061	33.0	11.3	13.7	15.6	31.6	5.1	68,087	14,189	5,102	6,638	2,902	15,303	1,130
Richardson	11.0	.0050	41.5	8.0	12.0	14.6	41.7	4.5	39,157	8,030	2,039	3,791	1,362	10,598	1,056
Rock	2.3	.0010	36.2	7.4	12.3	15.0	36.2	.8	5,618	1,922	402	201	170	729	125
Saline	13.1	.0059	37.8	13.4	11.5	14.1	38.5	5.1	46,286	8,488	3,817	3,278	10,685	8,308	1,807
Saunders	18.5	.0084	34.7	11.4	12.4	15.4	34.3	6.8	46,033	10,124	3,385	1,561	4,900	8,835	1,275
Scotts Bluff	38.5	.0173	29.6	14.0	14.6	15.8	26.2	13.6	178,643	41,563	12,975	19,713	9,279	32,075	3,981
Seward	15.5	.0070	28.1	21.9	12.4	13.5	27.9	5.1	56,257	11,193	3,670	3,383	2,534	15,152	1,134
Sheridan	7.3	.0033	35.1	8.5	11.8	15.7	34.5	2.8	39.585	9,123	2,700	630	1,333	7,659	1,001
Sherman	4.4	.0020	37.2	7.6	12.3	14.6	37.4	1.6	8,175	1,929	508		424	1,503	393
Sioux	2.1	.0010	35.2	8.2	13.4	18.8	31.5	.7	1,897	177		158		114	
Stanton	6.4	.0028	32.9	8.9	14.2	16.0	31.1	2.3	5,649	1,509	1,115	44	51	154	
Thayer	7.9	.0036	42.0	7.0	11.3	15.5	41.8	3.3	30,059	4,493	3,178	84	272	9,372	895
Thomas	1.0	.0005	33.5	10.0	13.8	15.7	32.2	.3	5,498	2,300	132			58	
Thurston	6.9	.0031	30.3	10.8	12.0	16.3	28.0	2.3	13,478	2,599	1,197	153	155	3,070	776
Valley	5.4	.0024	38.6	7.5	12.2	15.0	38.6	2.3	22,201	4,538	949	1,174	587	2,435	461
Washington	16.0	.0072	31.4	13.3	13.8	15.9	29.2	5.8	44,758	8,603	3,824	1,152	684	13,185	1,412
Wayne	9.5	.0043	26.6	25.3	11.2	14.1	26.5	3.1	31,267	3,855	2,714	2,757	613	10,162	251
Webster	4.9	.0022	43.8	7.1	11.8	14.7	43.9	2.2	10,714	2,015	873	405	797	2,565	545
Wheeler	1.1	.0005	32.5	8.6	13.3	15.7	30.9	.3	1,102	63	291				
York	14.8	.0067	32.8	10.7	14.3	15.5	31.4	5.6	63,886	14,531	4,838	6,659	1,302	16,495	1,480
TOTAL METRO COUNTIES	**713.3**	**.3219**	**27.9**	**16.0**	**17.5**	**16.0**	**21.6**	**245.3**	**2,908,282**	**573,188**	**308,790**	**448,905**	**159,953**	**577,533**	**88,514**
TOTAL STATE	**1,590.4**	**.7177**	**30.5**	**13.4**	**15.1**	**15.7**	**27.6**	**570.1**	**6,153,762**	**1,191,441**	**569,883**	**772,553**	**288,735**	**1,243,695**	**164,310**



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NE.
ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
LINCOLN	**1,413,835**	**18,013**	**5.6**	**14.4**	**32.1**	**27.9**	**.0882**
Lancaster	1,413,835	18,013	5.6	14.4	32.1	27.9	.0882
• Lincoln	1,308,832	18,112	5.5	13.8	32.1	28.3	.0820
SUBURBAN TOTAL	105,003	16,843	6.5	21.9	32.8	23.5	.0062
OMAHA	**4,463,853**	**19,942**	**4.4**	**13.1**	**31.3**	**34.4**	**.2715**
Douglas	3,294,674	19,934	4.6	12.7	30.3	34.7	.2020
• Omaha	2,975,517	19,483	4.8	13.2	30.1	33.5	.1811
Sarpy	561,322	20,803	3.2	15.2	36.7	35.7	.0319
Pottawattamie, Iowa	*607,857*	*19,129*	*4.5*	*13.4*	*31.9*	*31.6*	*.0376*
Council Bluffs	*444,170*	*19,330*	*4.4*	*13.2*	*31.2*	*33.0*	*.0285*
SUBURBAN TOTAL	1,488,336	20,839	3.7	13.2	33.5	36.4	.0904
OTHER COUNTIES							
Adams	238,693	18,033	5.6	13.9	28.7	30.0	.0152
Antelope	61,475	14,476	8.4	15.8	27.8	20.4	.0036
Arthur	2,904	13,000	7.5	29.0	28.5	15.0	.0001
Banner	8,779	19,500	2.5	14.5	32.9	33.5	.0003
Blaine	4,057	8,808	13.3	22.7	15.3	4.0	.0004
Boone	47,595	13,408	7.3	16.8	27.6	16.7	.0029
Box Butte	92,570	17,752	6.0	12.7	25.5	31.6	.0057
Boyd	15,963	10,561	7.5	19.0	22.3	10.6	.0010
Brown	25,427	13,638	5.8	17.7	24.8	20.4	.0018
Buffalo	220,545	16,221	6.3	15.6	29.0	25.1	.0151
Burt	59,698	14,750	5.8	15.1	27.1	22.1	.0034
Butler	63,919	14,079	6.3	13.3	23.0	24.6	.0035
Cass	134,151	16,727	6.2	15.4	31.4	24.9	.0076
Cedar	54,596	11,964	7.7	16.2	23.3	16.9	.0036
Chase	25,703	12,621	8.0	17.7	27.1	13.8	.0019
Cherry	48,069	15,894	6.1	18.2	27.6	25.7	.0030
Cheyenne	83,478	19,038	6.2	12.5	28.0	33.1	.0053
Clay	63,382	16,504	6.4	17.5	31.9	24.2	.0033
Colfax	62,503	13,946	7.4	16.9	28.3	18.1	.0037
Cuming	86,398	16,088	5.6	16.3	26.0	27.6	.0049
Custer	99,144	14,458	7.0	15.6	26.1	22.2	.0057
☐ Dakota	115,009	18,693	5.0	12.7	32.6	29.4	.0074
Dawes	48,565	12,380	9.5	21.3	24.5	14.8	.0035
Dawson	169,430	17,058	5.3	15.1	31.6	25.7	.0104
Deuel	19,114	16,262	6.6	18.1	32.9	21.9	.0012
Dixon	48,678	15,491	8.0	16.1	30.9	21.1	.0024
Dodge	226,191	15,692	6.3	17.7	32.6	19.8	.0155
Dundy	24,873	18,719	7.0	12.8	25.1	36.2	.0012
Fillmore	62,202	15,968	6.3	14.8	25.8	27.0	.0032
Franklin	32,209	13,329	7.0	20.6	24.9	18.3	.0017
Frontier	20,755	12,625	9.2	22.2	25.6	15.6	.0013
Furnas	43,530	13,077	6.9	18.2	25.6	17.1	.0027
Gage	155,121	16,022	6.1	16.1	29.4	24.0	.0097
Garden	19,770	11,842	9.0	16.0	25.5	14.0	.0012
Garfield	19,248	13,017	5.9	22.3	24.5	15.6	.0010
Gosper	14,405	13,600	6.9	22.2	28.9	15.9	.0008
Grant	13,207	25,417	1.0	7.0	24.2	51.2	.0005
Greeley	17,491	10,904	7.8	20.8	17.4	15.6	.0013
Hall	333,394	16,869	5.2	15.9	32.7	24.0	.0232
Hamilton	68,884	18,828	4.8	12.8	33.9	28.1	.0038

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Harlan	27,649	12,690	8.2	20.2	26.7	12.6	.0016
Hayes	6,857	8,647	8.0	16.8	20.3	6.7	.0005
Hitchcock	33,224	14,574	6.1	15.2	30.2	18.2	.0016
Holt	83,755	15,033	6.9	15.5	24.8	25.3	.0053
Hooker	5,484	12,333	9.2	29.8	29.9	7.0	.0004
Howard	45,837	15,126	7.1	14.1	28.0	22.5	.0025
Jefferson	71,237	14,139	6.6	16.3	26.1	20.9	.0043
Johnson	28,124	11,660	7.4	21.0	24.9	11.9	.0018
Kearney	60,151	18,747	4.4	12.9	30.2	32.2	.0030
Keith	80,108	19,496	5.9	12.4	30.3	33.7	.0056
Keya Paha	6,111	11,211	10.0	16.0	23.2	16.8	.0004
Kimball	50,871	22,339	4.0	9.2	27.6	42.8	.0031
Knox	52,369	10,383	8.0	18.5	20.7	12.2	.0036
Lincoln	267,279	17,532	5.5	15.6	32.4	25.6	.0175
Logan	3,999	8,250	10.8	26.7	13.0	1.3	.0003
Loup	6,804	10,548	10.8	22.6	18.6	12.2	.0003
McPherson	1,827	8,600	12.0	30.0	9.0	2.0	.0001
Madison	236,174	18,372	5.7	13.7	28.1	31.4	.0157
Merrick	54,142	14,992	6.8	18.1	31.2	18.8	.0032
Morrill	35,555	13,500	7.0	17.9	27.2	16.8	.0021
Nance	29,552	13,603	6.6	17.3	27.8	17.1	.0016
Nemaha	46,565	13,108	8.0	17.2	27.8	16.3	.0029
Nuckolls	38,189	13,170	6.7	16.5	29.9	13.6	.0026
Otoe	104,758	15,794	5.6	17.2	30.5	22.1	.0066
Pawnee	20,443	11,148	9.1	19.0	21.4	14.7	.0013
Perkins	31,741	23,437	4.3	11.7	26.7	46.5	.0015
Phelps	86,084	17,457	6.7	15.1	25.9	31.7	.0052
Pierce	48,761	12,928	6.3	19.1	[illegible]	15.8	.0030
Platte	194,897	17,693	5.0	16.0	[illegible]	26.8	.0128
Polk	48,643	17,062	6.2	14.4	32.5	25.7	.0027
Red Willow	93,673	15,508	6.2	17.8	27.8	24.2	.0064
Richardson	70,753	12,412	7.0	14.9	26.3	16.6	.0045
Rock	12,544	13,580	8.6	24.2	29.8	12.1	.0008
Saline	123,546	18,592	5.9	12.3	24.5	34.5	.0065
Saunders	136,495	18,074	5.8	13.3	27.3	30.5	.0073
Scotts Bluff	248,334	16,122	6.0	17.5	32.5	21.7	.0171
Seward	104,919	16,639	6.2	17.2	30.2	24.8	.0066
Sheridan	64,106	18,107	5.3	13.8	26.3	31.4	.0041
Sherman	22,398	11,132	7.3	15.9	22.9	14.5	.0014
Sioux	8,631	10,368	8.3	21.0	22.4	8.6	.0004
Stanton	35,578	14,200	6.5	15.2	31.7	15.8	.0018
Thayer	54,875	14,521	5.9	14.9	29.2	19.4	.0034
Thomas	2,830	9,692	14.6	38.7	8.0	.7	.0004
Thurston	39,018	14,885	6.1	20.4	[illegible]	21.4	.0024
Valley	42,845	14,588	6.8	15.0	25.7	23.0	.0024
Washington	98,968	15,689	6.8	15.9	36.2	16.4	.0061
Wayne	54,856	14,025	8.5	19.4	27.5	18.8	.0036
Webster	34,549	11,651	7.6	15.6	22.6	17.2	.0020
Wheeler	5,160	15,261	5.0	18.7	36.4	15.6	.0002
York	115,957	18,112	5.4	12.6	32.3	29.1	.0071
TOTAL METRO COUNTIES	**5,384,840**	**19,445**	**4.7**	**13.5**	**31.4**	**32.9**	**.3295**
TOTAL STATE	**11,398,181**	**17,334**	**5.6**	**14.9**	**30.0**	**27.5**	**.7037**

NEVADA

NEV.
ESTIMATES

POPULATION—12/31/79

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)
				18–24 Years	25–34 Years	35–49 Years	50 & Over	
LAS VEGAS	**400.3**	**.1807**	**28.8**	**12.8**	**18.4**	**17.4**	**21.1**	**145.9**
Clark	400.3	.1807	28.8	12.8	18.4	17.4	21.1	145.9
• Las Vegas	172.0	.0776	29.6	11.5	17.7	17.8	22.7	64.0
SUBURBAN TOTAL	228.3	.1031	28.2	13.8	19.1	17.1	19.9	81.9
RENO	**175.9**	**.0794**	**31.4**	**13.5**	**15.7**	**17.3**	**27.0**	**69.0**
Washoe	175.9	.0794	31.4	13.5	15.7	17.3	27.0	69.0
• Reno	100.3	.0453	32.5	14.9	15.6	16.5	29.6	41.9
SUBURBAN TOTAL	75.6	.0341	30.0	11.7	16.2	18.3	23.5	27.1
OTHER COUNTIES								
Carson City	33.6	.0151	30.4	9.5	17.6	18.0	24.0	11.8
Carson City	33.6	.0151	30.4	9.5	17.6	18.0	24.0	11.8

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LAS VEGAS	**2,167,993**	**438,587**	**208,422**	**297,011**	**82,809**	**447,873**	**85,878**
Clark	2,167,993	438,587	208,422	297,011	82,809	447,873	85,878
• Las Vegas	829,099	153,869	67,903	63,162	[illegible]	[illegible]	24,384
SUBURBAN TOTAL	1,338,894	284,718	140,519	233,849	[illegible]	202,589	61,494
RENO	**1,188,166**	**181,068**	**95,642**	**136,247**	**60,127**	**248,115**	**107,413**
Washoe	1,188,166	181,068	95,642	136,247	60,127	248,115	107,413
• Reno	880,135	107,553	62,289	102,812	45,781	[illegible]	64,207
SUBURBAN TOTAL	308,031	73,515	33,353	33,435	14,346	21,599	43,206
OTHER COUNTIES							
Carson City	171,325	26,510	11,246	14,454	11,016	37,744	11,876
Carson City	171,325	26,510	11,246	14,454	11,016	37,744	11,876

NEV. (cont.)
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GRO P 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Dr ($0
Churchill	12.5	.0057	29.6	14.0	13.4	15.0	27.7	4.7	51,226	10,633	2,123	1,205	1,321	18,281	[illegible]
Douglas	15.8	.0071	33.5	10.0	17.8	19.8	27.5	6.1	56,905	4,792	6,293	167	2,926	2,995	[illegible]
Elko	15.4	.0070	30.6	10.1	15.4	15.8	27.5	5.6	67,619	14,496	5,747	3,641	1,869	12,787	[illegible]
Esmeralda	.7	.0003	42.6	10.6	10.0	17.0	41.6	.2	1,816		857				
Eureka	1.2	.0005	36.7	10.0	15.3	17.3	34.6	.4	1,754	235	119			47	
Humboldt	7.9	.0036	32.7	9.2	15.0	16.8	29.8	2.6	41,824	8,801	4,425	2,526	628	3,654	[illegible]
Lander	3.3	.0015	28.4	12.3	17.8	15.4	23.0	1.2	13,440	3,645	3,119			174	[illegible]
Lincoln	3.1	.0014	34.5	7.2	13.8	14.9	34.4	1.3	9,813	3,453	1,279	1,121	37	2,114	
Lyon	10.8	.0048	31.4	9.4	15.4	16.4	28.1	3.8	24,431	5,714	2,503	618	665	4,905	[illegible]
Mineral	6.5	.0030	30.3	13.2	13.5	16.8	26.8	2.3	16,996	3,578	638	715	1,109	3,652	[illegible]
Nye	8.1	.0036	33.5	11.3	16.4	17.4	30.2	2.8	19,537	2,457	3,653	731	79	1,513	[illegible]
Pershing	3.2	.0015	37.3	8.1	12.5	16.3	36.2	1.2	15,538	2,897	921	109		1,480	[illegible]
Storey	1.0	.0004	42.6	10.9	14.0	15.5	42.4	.3	4,079	465	1,307	24			
White Pine	9.0	.0041	29.6	11.5	15.6	15.3	26.3	3.2	41,749	8,587	3,069	1,836	573	14,201	[illegible]
TOTAL METRO COUNTIES	**576.2**	**.2601**	**29.5**	**13.0**	**17.6**	**17.4**	**22.9**	**214.9**	**3,356,159**	**619,655**	**304,064**	**433,258**	**142,936**	**695,988**	**193,291**
TOTAL STATE	**708.3**	**.3197**	**29.8**	**12.5**	**17.3**	**17.3**	**23.8**	**262.4**	**3,894,211**	**715,918**	**351,363**	**460,405**	**163,159**	**799,535**	**229,977**

NEV.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over — A	B	C	D	Buying Power Index
LAS VEGAS	**3,148,932**	**19,662**	**4.9**	**15.1**	**30.9**	**33.7**	**.2066**
Clark	3,148,932	19,662	4.9	15.1	30.9	33.7	.2066
• Las Vegas	1,392,361	19,934	5.0	13.5	29.5	34.9	.0866
SUBURBAN TOTAL	1,756,571	19,454	4.9	16.3	31.7	32.9	.1200
RENO	**1,664,960**	**21,066**	**4.6**	**13.1**	**27.0**	**39.5**	**.1075**
Washoe	1,664,960	21,066	4.6	13.1	27.0	39.5	.1075
• Reno	989,709	20,248	5.0	13.6	25.7	38.0	.0694
SUBURBAN TOTAL	675,251	22,233	4.0	12.3	29.1	41.8	.0381
OTHER COUNTIES							
Carson City	274,757	21,158	4.2	12.4	32.1	37.7	.0173
Carson City	274,757	21,158	4.2	12.4	32.1	37.7	.0173
Churchill	73,682	13,287	8.0	20.0	28.7	14.9	.0052
Douglas	148,146	20,648	4.6	18.3	26.8	36.8	.0079

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over — A	B	C	D	Buying Power Index
Elko	116,436	19,313	4.5	11.8	34.2	30.5	.0073
Esmeralda	5,117	18,250	7.0	7.0	15.0	39.5	.0003
Eureka	5,837	14,789	3.0	23.0	38.7	10.3	.0003
Humboldt	55,705	18,797	5.5	13.2	28.7	33.2	.0039
Lander	22,580	18,200	5.2	8.9	38.4	21.8	.0015
Lincoln	16,458	11,883	8.2	24.4	25.4	7.5	.0011
Lyon	69,699	16,762	4.8	15.5	39.3	18.1	.0039
Mineral	54,882	22,085	3.9	9.0	31.1	41.6	.0029
Nye	45,148	12,504	8.9	24.1	28.2	9.9	.0028
Pershing	20,712	16,259	5.8	16.2	35.3	20.0	.0015
Storey	5,829	15,571	6.7	4.7	28.1	24.6	.0003
White Pine	64,894	18,758	4.2	11.1	43.2	25.7	.0043
TOTAL METRO COUNTIES	**4,813,892**	**20,067**	**4.8**	**14.4**	**29.6**	**35.6**	**.3141**
TOTAL STATE	**5,793,774**	**19,680**	**4.9**	**14.5**	**30.1**	**34.3**	**.3746**

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*U.S. Bureau of the Census. **S&MM Survey of Buying Power. ***ABC Audit, 1979.
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NEW HAMPSHIRE

N.H.
ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
MANCHESTER - NASHUA	**268.8**	**.1213**	**29.9**	**12.7**	**17.2**	**16.6**	**24.6**	**91.9**	**1,102,642**	**242,369**	**83,348**	**132,140**	**48,155**	**218,185**	**26,774**
Hillsborough	268.8	.1213	29.9	12.7	17.2	16.6	24.6	91.9	1,102,642	242,369	83,348	132,140	48,155	218,185	26,774
● Manchester	84.1	.0380	32.4	12.8	14.1	16.8	29.6	31.6	412,513	75,092	38,103	46,096	16,466	100,397	11,923
● Nashua	73.0	.0329	29.0	12.7	18.6	16.9	22.0	24.8	368,038	78,383	23,702	42,136	18,449	86,143	8,608
SUBURBAN TOTAL	111.7	.0504	29.0	12.7	18.7	16.2	22.6	35.5	322,091	88,894	21,543	43,908	13,240	31,645	6,243
OTHER COUNTIES															
Belknap	40.9	.0184	31.8	10.6	15.1	16.4	28.9	14.7	202,652	48,457	14,043	13,795	8,064	39,418	3,734
Carroll	25.1	.0114	34.8	10.0	13.5	15.9	33.9	9.7	128,597	31,070	13,916	5,584	4,183	14,564	2,055
Cheshire	62.7	.0282	30.2	14.2	16.0	16.2	26.1	21.8	198,908	53,894	15,360	17,314	7,542	34,539	3,173
Coos	35.6	.0161	33.1	9.7	13.4	17.5	30.0	12.6	127,894	32,274	8,823	11,315	3,246	22,813	2,617
Grafton	62.4	.0282	29.0	19.0	14.7	14.8	26.3	21.5	292,465	77,100	21,372	30,586	10,415	38,921	5,577
Merrimack	95.1	.0429	32.0	12.9	15.7	15.9	29.3	32.7	410,106	91,418	27,417	46,784	10,409	89,121	10,088
☐ Rockingham	187.0	.0844	29.3	11.8	18.8	17.0	22.3	61.1	902,657	230,113	73,522	84,395	33,743	163,455	19,295
Strafford	86.0	.0388	28.1	18.2	15.6	15.9	23.3	28.1	304,299	69,238	24,081	25,818	10,704	60,261	11,224
Sullivan	34.2	.0154	32.1	10.4	15.8	16.3	29.1	12.7	119,804	30,887	6,160	5,843	4,519	25,168	3,772
TOTAL METRO COUNTIES	**455.8**	**.2057**	**29.6**	**12.3**	**17.9**	**16.8**	**23.6**	**153.0**	**2,005,299**	**472,482**	**156,870**	**216,535**	**81,898**	**381,640**	**46,069**
TOTAL STATE	**897.8**	**.4051**	**30.1**	**13.2**	**16.6**	**16.4**	**25.6**	**306.8**	**3,790,024**	**906,820**	**288,042**	**373,574**	**140,980**	**706,445**	**88,309**

N.H.
ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over: A	B	C	D	Buying Power Index
MANCHESTER - NASHUA	**1,932,007**	**19,412**	**4.6**	**13.3**	**33.5**	**30.9**	**.1212**
Hillsborough	1,932,007	19,412	4.6	13.3	33.5	30.9	.1212
● Manchester	605,968	17,314	5.4	14.7	31.9	25.7	.0403
● Nashua	553,855	20,753	4.2	12.0	34.9	34.3	.0361
SUBURBAN TOTAL	772,184	20,267	4.2	13.0	34.1	33.2	.0448
OTHER COUNTIES							
Belknap	299,566	17,519	5.0	15.9	32.6	25.7	.0196
Carroll	150,742	13,442	7.5	22.1	30.4	13.3	.0114
Cheshire	440,716	18,047	5.0	16.2	35.8	25.9	.0260
Coos	219,406	15,815	6.0	17.1	35.0	18.0	.0143
Grafton	446,449	16,797	6.1	17.1	31.9	24.5	.0293
Merrimack	656,205	17,470	5.6	16.4	34.6	24.4	.0428
☐ Rockingham	1,299,577	19,542	4.7	14.4	34.8	31.0	.0875
Strafford	525,350	16,654	6.0	17.4	35.4	21.0	.0342
Sullivan	242,542	16,541	5.8	17.8	34.2	21.6	.0147
TOTAL METRO COUNTIES	**3,231,584**	**19,464**	**4.6**	**13.8**	**34.0**	**31.0**	**.2087**
TOTAL STATE	**6,212,560**	**18,087**	**5.2**	**15.4**	**34.2**	**26.8**	**.4010**

NEW JERSEY

N.J.
ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
ATLANTIC CITY	**191.5**	**.0865**	**36.2**	**9.4**	**12.7**	**15.2**	**36.0**	**74.9**	**915,253**	**200,105**	**102,895**	**94,921**	**31,866**	**107,299**	**21,964**
Atlantic	191.5	.0865	36.2	9.4	12.7	15.2	36.0	74.9	915,253	200,105	102,895	94,921	31,866	107,299	21,964
● Atlantic City	41.4	.0187	46.3	7.9	9.8	13.3	46.8	18.9	254,656	22,966	38,509	14,527	8,431	16,228	6,968
SUBURBAN TOTAL	150.1	.0678	34.1	9.8	13.6	15.8	33.0	56.0	660,597	177,139	64,386	80,394	23,435	91,071	14,996
JERSEY CITY	**550.4**	**.2484**	**33.5**	**12.6**	**15.0**	**16.6**	**31.1**	**210.6**	**1,573,132**	**438,165**	**136,518**	**124,796**	**61,780**	**200,190**	**46,846**
Hudson	550.4	.2484	33.5	12.6	15.0	16.6	31.1	210.6	1,573,132	438,165	136,518	124,796	61,780	200,190	46,846
Bayonne	70.1	.0316	34.8	12.6	13.4	16.8	32.9	26.5	165,928	47,023	18,934	2,184	9,260	8,012	6,695
Hoboken	40.2	.0181	29.1	16.8	15.9	14.9	25.8	14.7	85,175	40,661	10,900	1,688	2,386	775	3,178
● Jersey City	221.6	.1000	32.2	12.8	15.3	15.3	30.4	83.7	584,976	152,853	55,304	53,249	22,309	83,314	20,155
North Bergen Township	45.8	.0207	36.0	12.0	15.3	17.5	33.6	18.7	209,805	78,364	12,291	19,758	5,115	48,241	1,643
Union City	50.3	.0227	34.9	10.5	16.4	18.6	31.2	19.7	166,020	41,023	10,553	21,873	8,081	31,250	6,095
West New York	36.5	.0165	36.1	9.8	16.3	17.9	31.6	14.8	102,800	16,888	6,885	2,928	8,314	15,469	2,160
SUBURBAN TOTAL	328.8	.1484	34.4	12.4	14.8	17.5	31.6	126.9	988,156	285,312	81,214	71,547	39,471	116,876	26,691
LONG BRANCH - ASBURY PARK	**502.3**	**.2267**	**31.4**	**11.0**	**15.8**	**17.9**	**26.4**	**157.9**	**2,047,894**	**504,646**	**195,105**	**205,625**	**101,010**	**363,053**	**60,298**
Monmouth	502.3	.2267	31.4	11.0	15.8	17.9	26.4	157.9	2,047,894	504,646	195,105	205,625	101,010	363,053	60,298
● Asbury Park	14.9	.0067	39.8	13.5	11.8	13.4	40.9	6.2	66,175	7,433	7,191	14,678	2,379	8,260	1,287
● Long Branch	33.4	.0151	30.7	17.7	14.8	14.8	28.8	11.9	78,071	28,265	9,354	2,317	1,884	10,079	4,888
Middletown Township	60.2	.0272	30.3	8.6	14.2	21.2	22.2	16.7	186,588	69,184	9,705	27,665	11,333	13,202	8,700
SUBURBAN TOTAL	454.0	.2049	31.3	10.4	16.1	18.2	25.8	139.8	1,903,648	468,948	178,560	188,630	96,747	344,714	54,123

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N.J. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
NEWARK	**1,938.7**	**.8748**	**32.6**	**11.4**	**15.7**	**18.3**	**28.0**	**660.5**	**7,674,154**	**1,903,462**	**653,941**	**650,887**	**406,176**	**1,382,013**	**194,696**
Essex	823.5	.3716	32.5	12.2	15.4	16.8	29.3	294.0	2,857,695	690,397	245,130	321,982	156,899	425,753	77,015
Bloomfield	48.7	.0220	36.4	11.4	14.8	16.2	35.3	18.1	165,078	55,780	12,012	2,509	4,071	30,071	3,804
East Orange	70.2	.0317	34.4	12.9	17.1	15.6	33.4	29.5	136,924	31,599	11,041	1,472	6,480	41,065	3,659
Irvington	55.5	.0250	43.8	11.2	11.7	16.1	43.4	24.3	160,715	39,307	10,170	16,245	6,745	30,034	5,358
Montclair	39.2	.0177	36.8	12.3	12.5	16.6	35.5	14.1	146,852	32,908	7,077	7,060	6,388	31,752	3,246
• Newark	317.9	.1435	28.5	13.2	17.2	16.0	22.9	110.3	643,868	139,331	81,902	92,763	46,631	54,681	22,405
West Orange	39.7	.0179	36.8	10.3	12.6	18.1	34.1	13.3	182,959	54,293	31,987	21,110	4,315	11,045	2,354
Morris	399.1	.1801	31.0	10.8	18.3	19.5	23.1	125.3	1,782,523	519,975	152,745	132,682	64,748	320,285	39,730
Parsippany - Troy Hills Township	52.9	.0239	29.4	13.9	24.7	17.3	19.0	17.1	186,840	70,154	18,982	10,466	7,054	26,779	3,900
Somerset	211.3	.0953	32.0	10.2	16.8	20.9	24.1	64.9	899,9	202,498	82,268	87,621	43,727	183,941	28,931

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N. (cont.)

ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Union	504.8	2278	34.8	11.1	14.3	18.6	31.1	176.3	2,134,005	490,592	173,798	108,602	140,802	452,034	49,020
Elizabeth	104.4	0471	34.6	12.2	15.8	16.9	32.5	39.0	334,246	90,873	27,243	12,037	18,355	80,271	9,685
Linden	41.5	0187	34.6	12.7	14.9	17.0	32.5	14.9	156,311	34,514	15,312	1,204	12,600	28,224	2,221
Plainfield	45.1	0204	32.1	11.7	17.1	15.6	29.4	15.7	113,460	13,996	5,781	17,267	8,368	29,385	1,972
Union Township	49.2	0222	41.1	10.5	11.7	18.6	38.9	17.7	359,924	58,848	27,542	47,544	38,089	74,054	5,143
SUBURBAN TOTAL	1,620.8	7313	33.5	11.0	15.6	18.7	29.0	550.2	7,030,286	1,764,131	572,039	558,124	359,545	1,327,332	172,268
NEW BRUNSWICK - PERTH AMBOY - SAYREVILLE	**589.8**	**.2662**	**30.1**	**13.4**	**17.3**	**19.4**	**22.2**	**181.5**	**2,387,229**	**559,891**	**195,070**	**356,371**	**103,487**	**321,999**	**52,287**
Middlesex	589.8	.2662	30.1	13.4	17.3	19.4	22.2	181.5	2,387,229	559,891	195,070	356,371	103,487	321,999	52,287
Edison Township	69.0	0311	30.0	12.1	18.3	21.1	19.7	20.9	343,134	52,707	31,858	84,658	10,279	21,070	11,198
● New Brunswick	43.6	0197	26.3	29.9	14.5	17.2	25.2	14.0	160,196	10,401	13,173	28,536	18,641	35,843	1,517
Old Bridge Township	48.5	0219	27.6	10.9	20.9	19.5	15.1	13.8	65,539	29,279	8,299	3,837	947	1,152	2,910
● Perth Amboy	36.3	.0164	35.0	13.3	15.1	16.6	33.3	13.0	186,227	39,925	15,867	5,068	8,128	54,063	4,875
● Sayreville	35.3	0159	29.9	11.6	17.2	21.5	19.8	10.3	65,763	25,830	8,854	2,008	1,398	7,230	1,835
Woodbridge Township	99.9	0451	30.8	12.4	15.5	21.5	22.0	29.3	467,344	95,130	30,591	108,781	22,440	52,374	6,945
SUBURBAN TOTAL	474.6	.2142	30.1	12.1	17.7	20.1	21.2	144.2	1,975,043	483,735	157,176	320,759	75,320	224,863	44,060
PATERSON - CLIFTON - PASSAIC	**449.4**	**.2028**	**32.4**	**11.8**	**15.5**	**17.0**	**29.0**	**162.4**	**1,826,052**	**337,896**	**146,112**	**336,037**	**82,187**	**269,018**	**36,039**
Passaic	449.4	.2028	32.4	11.8	15.5	17.0	29.0	162.4	1,826,052	337,896	146,112	336,037	82,187	269,018	36,039
● Clifton	76.0	.0343	38.2	11.4	12.6	18.4	35.6	29.6	313,518	91,861	30,945	13,818	4,114	66,306	5,896
● Passaic	50.1	0226	33.9	12.4	15.1	15.3	33.0	19.6	167,273	24,796	15,765	6,386	8,303	16,411	5,244
● Paterson	148.8	0672	30.9	13.0	16.4	14.6	28.6	55.8	224,878	45,131	18,261	17,761	19,387	36,910	7,799
Wayne Township	50.7	0229	31.0	9.4	14.1	21.7	22.6	15.6	624,993	61,759	37,959	259,870	26,928	64,750	6,356
SUBURBAN TOTAL	174.5	.0787	31.5	10.7	16.2	19.0	25.4	57.4	1,120,383	176,108	81,141	298,072	50,383	149,391	17,100
TRENTON	**320.5**	**.1446**	**31.6**	**13.9**	**15.2**	**17.3**	**27.6**	**110.6**	**1,293,764**	**306,224**	**106,357**	**177,648**	**63,884**	**181,468**	**32,907**
Mercer	320.5	.1446	31.6	13.9	15.2	17.3	27.6	110.6	1,293,764	306,224	106,357	177,648	63,884	181,468	32,907
Hamilton Township	82.6	.0373	32.4	[illegible]	15.0	19.4	26.8	28.6	329,940	110,636	30,191	18,081	7,667	64,468	10,970
● Trenton	99.1	.0447	33.0	12.8	14.3	15.8	31.3	35.5	154,724	25,082	23,535	15,448	7,787	9,930	4,355
SUBURBAN TOTAL	221.4	.0999	31.0	14.4	15.7	17.9	25.9	75.1	1,139,040	281,142	82,822	162,200	56,097	171,538	28,557
VINELAND - MILLVILLE - BRIDGETON	**132.1**	**.0596**	**30.7**	**11.6**	**15.1**	**16.3**	**27.3**	**45.0**	**543,824**	**162,389**	**37,973**	**55,154**	**22,463**	**96,802**	**16,177**
Cumberland	132.1	.0596	30.7	11.6	15.1	16.3	27.3	45.0	543,824	162,389	37,973	55,154	22,463	96,802	16,177
● Bridgeton	21.0	.0095	30.5	12.3	14.5	15.6	28.0	7.6	99,504	18,131	3,828	3,125	4,823	32,325	5,330
● Millville	24.8	.0112	32.8	11.2	14.0	17.0	30.0	9.3	86,460	28,761	7,123	1,916	3,211	19,415	1,187
● Vineland	53.4	.0241	30.5	12.0	15.3	16.4	26.7	17.4	287,196	80,912	21,138	46,010	13,260	38,346	8,512
SUBURBAN TOTAL	32.9	.0148	29.9	11.1	15.7	16.0	25.9	10.7	70,664	34,579	5,884	4,103	1,169	6,716	1,148
OTHER COUNTIES															
☐ Bergen	865.7	.3907	35.0	11.0	14.6	19.7	30.2	303.2	4,257,934	981,108	352,842	611,917	218,261	760,767	94,579
Teaneck Township	40.2	.0181	36.6	12.2	13.0	19.0	33.0	13.6	83,564	35,986	7,994	1,984	2,314	4,804	2,254
☐ Burlington	361.3	.1630	28.2	14.2	16.7	19.0	19.7	105.7	1,385,641	261,432	120,906	239,113	36,166	332,588	25,094
Willingboro Township	48.5	.0219	26.2	7.1	20.7	22.6	9.1	12.8	87,696	32,859	2,521	32,424	1,386	1,586	3,032
☐ Camden	474.1	.2140	31.3	11.5	14.9	17.6	26.8	162.6	1,897,243	430,772	162,381	237,660	105,857	313,004	51,742
Camden	84.3	.0380	26.0	12.1	13.3	13.4	24.6	30.3	143,597	32,861	14,921	3,436	9,758	25,204	8,655
Cherry Hill Township	71.0	.0320	30.4	11.8	15.2	23.0	20.0	21.7	521,725	96,435	46,498	93,003	35,291	120,727	8,111
Cape May	78.2	.0353	40.7	9.9	11.2	13.2	41.8	29.7	467,854	119,418	85,619	33,848	11,068	77,996	10,424
☐ Gloucester	203.9	.0920	29.8	12.2	15.9	18.0	23.7	66.8	859,292	154,145	57,462	147,584	22,125	155,277	14,852
Hunterdon	83.6	.0378	32.2	10.0	16.1	17.9	27.6	27.1	363,667	98,244	22,419	18,248	15,641	64,356	4,505
Ocean	340.8	.1538	33.6	9.2	14.1	14.3	33.8	118.8	1,464,292	399,528	125,960	189,306	39,198	284,380	31,026
Dover Township	66.5	.0300	32.5	8.6	15.2	14.7	31.5	22.6	534,754	128,485	27,048	111,125	16,721	123,607	6,348

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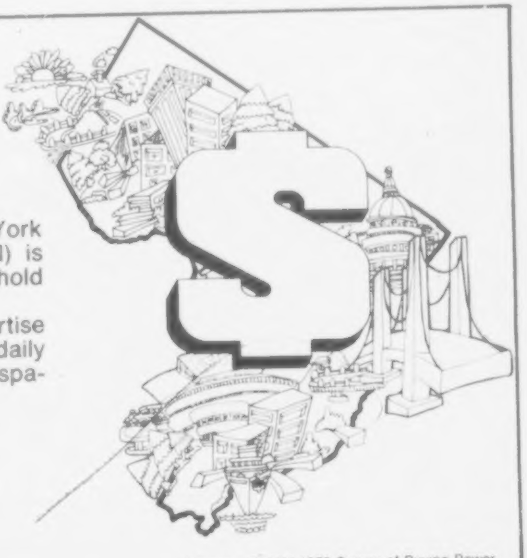

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The Record

Source: S&MM 1979 Survey of Buying Power

National representatives: Sawyer-Ferguson-Walker Co.

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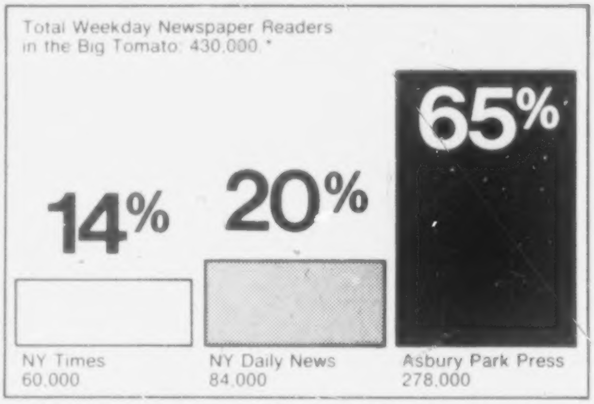

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N.J. (cont.)
S&MM ESTIMATES

POPULATION—12/31/79 | RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
☐ Salem	64.0	.0289	31.7	11.2	14.6	17.1	28.1	22.3	185,677	42,843	17,297	9,086	7,770	48,989	3,404
Sussex	110.6	.0500	30.2	9.1	17.7	16.6	25.0	34.7	352,938	127,659	24,284	19,853	6,471	52,146	10,002
☐ Warren	84.9	.0383	32.8	11.4	14.5	16.8	30.0	29.9	318,058	90,556	24,180	17,909	8,610	39,813	11,713
TOTAL METRO COUNTIES	**6,728.6**	**3.0365**	**32.2**	**11.9**	**15.4**	**18.1**	**27.6**	**2,293.9**	**27,275,147**	**6,373,634**	**2,309,039**	**3,264,708**	**1,271,642**	**4,572,280**	**662,598**
TOTAL STATE	**7,341.8**	**3.3134**	**32.3**	**11.7**	**15.5**	**17.8**	**27.9**	**2,504.2**	**29,923,898**	**7,118,483**	**2,567,321**	**3,525,963**	**1,344,020**	**5,051,158**	**718,555**

N.J.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group: (A) $8,000–$9,999; (B) $10,000–$14,999; (C) $15,000–$24,999; (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ATLANTIC CITY	**1,383,385**	**15,526**	**6.8**	**16.2**	**27.8**	**23.8**	**.0909**
Atlantic	1,383,385	15,526	6.8	16.2	27.8	23.8	.0909
● Atlantic City	261,786	10,424	9.3	17.6	21.4	12.7	.0204
SUBURBAN TOTAL	1,121,599	17,327	6.0	15.7	30.1	27.5	.0705

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group: (A) $8,000–$9,999; (B) $10,000–$14,999; (C) $15,000–$24,999; (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
JERSEY CITY	**4,142,158**	**17,714**	**5.3**	**15.2**	**31.1**	**27.9**	**.2308**
Hudson	4,142,158	17,714	5.3	15.2	31.1	27.9	.2308
Bayonne	560,121	19,550	4.5	13.1	31.6	32.8	.0292
Hoboken	242,588	13,993	7.0	19.9	27.9	18.2	.0140

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*Source: S&MM Survey of Buying Power 1980

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ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

% of Hslds by EBI Group
(A) $8,000–$9,999
(B) $10,000–$14,999
(C) $15,000–$24,999
(D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
• Jersey City	1,584,651	16,760	5.8	16.5	30.6	25.3	.0887
North Bergen Township	437,385	21,828	3.7	10.9	29.9	40.1	.0247
Union City	354,425	16,381	5.8	15.9	32.1	22.7	.0211
West New York	290,296	17,380	6.2	15.5	30.3	27.0	.0157
SUBURBAN TOTAL	2,557,507	18,353	5.0	14.4	31.4	29.5	.1421
LONG BRANCH - ASBURY PARK	**3,989,970**	**22,142**	**4.2**	**11.6**	**27.6**	**41.9**	**.2379**
Monmouth	3,989,970	22,142	4.2	11.6	27.6	41.9	.2379
• Asbury Park	89,346	11,522	8.2	17.6	24.1	13.9	.0063
• Long Branch	252,536	17,341	6.4	15.1	31.1	27.5	.0135
Middletown Township	510,927	27,384	9.5	7.5	24.8	57.1	.0275
SUBURBAN TOTAL	3,648,088	23,068	3.8	11.0	27.4	44.4	.2181
NEWARK	**17,742,297**	**23,665**	**3.6**	**10.4**	**26.1**	**46.4**	**.9825**
Essex	7,054,465	19,929	5.0	13.2	26.2	37.2	.3889
Bloomfield	434,400	22,499	3.4	11.3	31.2	41.7	.0234
East Orange	608,378	17,702	5.3	15.4	30.3	29.3	.0298
Irvington	463,209	17,662	5.7	14.3	30.4	27.8	.0248
Montclair	474,459	25,976	3.6	10.4	21.0	51.7	.0232
• Newark	1,781,575	13,806	7.5	18.6	27.4	18.3	.1055
West Orange	439,746	27,822	2.4	8.2	23.3	57.3	.0233
Morris	3,745,469	26,906	2.1	7.4	26.7	56.1	.2120
Parsippany - Troy Hills Township	618,755	33,671	1.1	3.6	17.3	74.0	.0302
Somerset	2,018,525	28,298	2.0	6.5	23.5	59.6	.1118
Union	4,923,838	24,979	3.1	9.3	26.3	49.9	.2698
Elizabeth	827,236	19,031	4.9	14.1	30.4	32.1	.0463
Linden	349,379	22,295	3.5	10.9	32.8	40.4	.0198
Plainfield	374,132	20,791	5.0	13.4	27.9	38.3	.0195
Union Township	422,802	22,378	3.2	10.5	33.3	40.7	.0297
SUBURBAN TOTAL	15,960,782	25,707	2.9	8.8	25.8	51.9	.8770
NEW BRUNSWICK - PERTH AMBOY - SAYREVILLE	**4,791,365**	**24,816**	**2.5**	**8.1**	**30.3**	**49.3**	**.2819**
Middlesex	4,791,365	24,816	2.5	8.1	30.3	49.3	.2819
Edison Township	576,041	24,527	2.0	8.6	34.9	48.0	.0356

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N.J. (cont.)
[illegible] ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
● New Brunswick	298,896	17,738	5.8	14.8	28.7	29.5	.0186
Old Bridge Township	334,848	23,527	2.5	8.3	37.7	43.9	.0169
● Perth Amboy	255,537	17,827	4.9	15.1	32.4	26.9	.0175
● Sayreville	273,674	25,547	1.6	5.8	34.2	52.3	.0139
Woodbridge Township	777,752	25,460	1.7	6.6	32.4	51.8	.0488
SUBURBAN TOTAL	3,963,258	25,838	2.1	6.9	29.8	53.2	.2319
PATERSON - CLIFTON - PASSAIC	**3,722,330**	**20,682**	**4.4**	**12.3**	**30.3**	**36.7**	**.2173**
Passaic	3,722,330	20,682	4.4	12.3	30.3	36.7	.2173
● Clifton	773,307	23,545	3.1	9.5	30.0	45.2	.0414
● Passaic	382,966	16,460	5.9	17.1	28.8	26.0	.0220
● Paterson	1,003,701	15,747	6.5	16.7	30.1	22.4	.0520
Wayne Township	559,439	33,030	1.6	4.7	18.1	71.5	.0430
SUBURBAN TOTAL	1,562,356	24,936	2.5	8.0	31.0	49.8	.1019
TRENTON	**2,758,310**	**21,992**	**4.0**	**11.8**	**29.0**	**40.8**	**.1578**
Mercer	2,758,310	21,992	4.0	11.8	29.0	40.8	.1578
Hamilton Township	624,417	20,847	3.5	12.6	39.7	32.7	.0379
● Trenton	626,812	15,376	6.6	17.3	28.6	22.7	.0335
SUBURBAN TOTAL	2,131,498	24,813	2.8	9.2	29.2	49.4	.1243
VINELAND - MILLVILLE - BRIDGETON	**869,152**	**17,621**	**5.5**	**16.1**	**32.6**	**25.9**	**.0570**
Cumberland	869,152	17,621	5.5	16.1	32.6	25.9	.0570

[illegible] ESTIMATES

EFFECTIVE BUYING INCOM

1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buy Pow Ind
● Bridgeton	129,062	14,948	7.4	18.6	30.6	19.3	.00
● Millville	178,553	17,840	4.8	15.4	34.7	25.9	.01
● Vineland	356,343	18,158	5.5	15.3	32.6	28.1	.02
SUBURBAN TOTAL	205,194	18,248	4.7	16.0	32.0	27.4	.01
OTHER COUNTIES							
☐ Bergen	9,105,733	26,697	2.6	8.0	24.9	54.9	.50
Teaneck Township	471,546	30,365	2.3	7.5	20.1	61.8	.02
☐ Burlington	2,615,140	21,508	3.7	12.7	34.4	37.9	.160
Willingboro Township	304,958	22,794	1.8	7.7	45.4	39.6	.01
☐ Camden	3,737,673	21,174	4.2	12.1	30.7	38.0	.22
Camden	479,252	14,043	7.1	18.2	29.3	17.2	.027
Cherry Hill Township	736,481	31,680	1.6	5.5	18.1	69.7	.046
Cape May	546,312	14,531	7.4	17.3	26.9	21.6	.039
☐ Gloucester	1,389,606	19,788	4.1	13.0	38.0	30.1	.090
Hunterdon	688,911	22,778	3.6	9.8	31.0	42.6	.041
Ocean	2,042,734	15,536	6.9	17.9	33.1	19.0	.143
Dover Township	579,099	23,122	4.1	11.6	27.5	44.5	.042
☐ Salem	487,514	20,801	4.0	11.8	33.1	34.5	.0271
Sussex	782,745	20,772	3.7	12.3	36.1	34.6	.0460
☐ Warren	643,306	19,892	4.5	12.6	34.9	31.8	.0384
TOTAL METRO COUNTIES	**57,377,939**	**22,261**	**3.9**	**11.3**	**28.7**	**41.8**	**3.3016**
TOTAL STATE	**61,438,641**	**21,771**	**4.1**	**11.6**	**29.0**	**40.4**	**3.5720**

NEW MEXICO

N.M.
[illegible] ESTIMATES

POPULATION—12/31/79 | RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALBUQUERQUE	**421.0**	**.1900**	**27.8**	**14.5**	**17.0**	**16.8**	**21.0**	**150.6**	**1,877,285**	**338,351**	**173,986**	**246,060**	**119,661**	**457,571**	**58,954**
Bernalillo	397.1	.1792	28.0	14.7	17.1	17.0	20.9	144.1	1,850,312	331,302	169,141	243,447	119,028	457,131	58,392
● Albuquerque	308.1	.1390	28.7	14.8	16.7	17.4	22.0	115.9	1,736,503	289,762	154,922	239,971	117,599	444,010	54,771
Sandoval	23.9	.0108	24.8	12.2	13.9	14.0	21.7	6.5	26,973	7,049	4,845	2,613	633	440	562
SUBURBAN TOTAL	112.9	.0510	25.5	14.0	17.3	15.3	18.2	34.7	140,782	48,589	19,064	6,089	2,062	13,561	4,183
LAS CRUCES	**91.0**	**.0411**	**24.5**	**18.5**	**16.2**	**15.4**	**17.1**	**27.7**	**290,393**	**61,931**	**26,240**	**31,123**	**10,904**	**69,455**	**6,689**
Dona Ana	91.0	.0411	24.5	18.5	16.2	15.4	17.1	27.7	290,393	61,931	26,240	31,123	10,904	69,455	6,689
● Las Cruces	45.7	.0206	26.7	14.9	17.0	16.2	19.1	14.9	261,384	59,866	21,936	30,266	10,756	59,403	5,756
SUBURBAN TOTAL	45.3	.0205	23.[illegible]	22.3	15.3	14.6	15.1	12.8	29,009	2,065	4,304	857	148	10,052	933
△ **SANTA FE**	**66.3**	**.0300**	**28.8**	**12.6**	**16.1**	**16.2**	**23.8**	**22.2**	**323,179**	**60,301**	**37,092**	**32,342**	**14,168**	**58,902**	**13,300**
Santa Fe	66.3	.0300	28.8	12.6	16.1	16.2	23.8	22.2	323,179	60,301	37,092	32,342	14,168	58,902	13,300
● Santa Fe	46.9	.0212	29.1	12.2	15.5	16.5	24.3	16.1	310,529	59,579	35,051	32,288	13,684	57,151	13,300
SUBURBAN TOTAL	19.4	.0088	28.2	13.6	17.3	15.6	22.7	6.1	12,650	722	2,041	54	484	1,751	
OTHER COUNTIES															
Catron	2.9	.0013	35.3	9.3	14.0	15.5	34.9	.9	2,591	1,317	296	134			
Chaves	52.6	.0238	30.5	11.9	13.9	16.5	27.3	18.1	210,581	36,204	14,644	27,844	7,971	47,294	5,227
Colfax	13.0	.0058	34.1	9.3	12.0	15.2	33.7	4.7	54,534	10,220	5,924	2,374	1,072	11,300	1,785
Curry	42.7	.0193	25.5	16.9	15.7	14.7	20.4	14.4	158,799	26,297	9,698	22,754	8,156	47,484	4,291
De Baca	2.9	.0013	43.8	7.8	10.5	14.3	44.0	1.1	6,906	1,498	427	51		2,970	110
Eddy	48.8	.0220	31.4	11.6	12.5	17.0	28.5	17.3	159,580	41,235	11,613	14,536	6,360	36,653	4,789
Grant	25.2	.0114	28.3	13.9	14.7	15.6	24.6	8.3	78,515	22,859	3,793	8,310	2,982	14,596	2,154
Guadalupe	4.7	.0021	29.7	10.4	13.6	14.6	28.2	1.6	24,857	2,855	4,774	611	228	970	
Harding	1.3	.0006	40.2	8.1	10.2	17.4	38.6	.5	2,272	233	193	647		629	
Hidalgo	6.0	.0027	28.5	10.1	13.2	14.8	26.6	2.2	21,706	4,045	1,997	2,014		2,955	151
Lea	55.0	.0248	29.1	11.6	15.3	19.2	21.7	19.1	227,510	49,991	14,857	17,476	10,743	61,762	8,300
Lincoln	10.6	.0048	34.7	9.4	12.9	15.2	34.5	4.2	45,833	13,202	5,898	3,406	1,282	10,263	660
Los Alamos	17.9	.0081	31.4	7.2	19.2	26.2	16.9	6.1	44,089	17,778	3,211	4,038	585	494	1,527
Luna	15.0	.0067	31.0	9.4	12.0	15.2	29.9	5.4	51,577	15,179	2,937	2,606	2,470	6,793	2,119
McKinley	58.0	.0262	22.5	12.4	16.2	14.0	15.3	15.0	224,420	54,193	16,883	20,085	10,738	36,868	5,113
Mora	4.8	.0022	30.5	11.9	10.8	12.9	32.2	1.7	2,732	523	158	617	29		64
Otero	42.3	.0191	25.0	16.1	18.0	17.1	14.8	13.3	124,446	27,807	13,350	15,159	6,854	23,057	1,379
Quay	10.9	.0049	34.5	10.3	13.0	14.5	34.9	4.3	44,374	9,366	5,308	2,647	369	6,145	1,6
Rio Arriba	28.5	.0128	25.4	12.1	14.0	14.8	21.7	8.5	77,422	26,482	4,646	4,506	1,227	13,105	2,3
Roosevelt	16.3	.0074	25.9	23.9	12.4	12.0	26.7	6.3	42,656	11,337	4,829	5,472	894	8,272	1,24
San Juan	79.5	.0359	24.7	10.9	15.5	16.4	17.7	25.0	325,318	76,456	19,976	32,325	7,708	84,912	7,4
San Miguel	23.0	.0103	26.7	17.5	13.3	12.5	26.5	6.7	48,788	14,524	3,949	4,091	2,232	6,345	1,05
Sierra	9.5	.0043	50.6	6.7	10.4	12.3	50.8	4.2	20,213	8,258	2,069	881	297	1,073	75
Socorro	10.4	.0046	25.6	16.4	14.2	14.3	22.4	3.3	35,395	7,855	3,193	2,047	102	7,309	26
Taos	20.0	.0091	28.4	11.7	14.8	14.4	25.8	6.7	63,676	14,659	7,525	5,338	877	10,398	8
Torrance	7.4	.0033	32.8	10.2	11.9	13.7	33.7	2.7	31,528	3,110	1,649	424	29	13,379	44
Union	5.2	.0024	37.9	7.8	12.2	15.2	37.8	2.2	12,987	4,349	1,147	1,210	627	1,095	38
Valencia	55.2	.0249	25.9	12.2	16.6	15.6	19.3	16.2	186,532	52,737	11,160	9,960	3,192	42,191	7,24
TOTAL METRO COUNTIES	**578.3**	**.2611**	**27.4**	**14.9**	**16.6**	**16.5**	**20.8**	**200.5**	**2,490,857**	**460,583**	**237,318**	**309,525**	**144,733**	**585,928**	**78,94**
TOTAL STATE	**1,247.9**	**.5632**	**27.5**	**13.7**	**15.6**	**16.2**	**22.0**	**420.5**	**4,820,694**	**1,015,152**	**413,622**	**521,088**	**221,757**	**1,084,240**	**140,17**

N.M.
[redacted]ESTIMATES

EFFECTIVE BUYING INCOME
1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (P) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ALBUQUERQUE	**2,890,475**	**16,521**	**6.1**	**16.8**	**28.6**	**26.4**	**.1906**
Bernalillo	2,807,593	16,828	5.9	16.8	29.0	27.0	.1850
• Albuquerque	2,316,854	17,471	5.7	16.2	29.1	28.8	.1581
Sandoval	82,882	10,048	8.7	17.9	20.5	11.8	.0056
SUBURBAN TOTAL	573,621	13,793	7.1	19.0	27.4	18.2	.0325
LAS CRUCES	**498,450**	**14,646**	**7.7**	**18.1**	**26.5**	**22.3**	**.0334**
Dona Ana	498,450	14,646	7.7	18.1	26.5	22.3	.0334
• Las Cruces	287,588	16,722	6.2	15.6	27.4	27.6	.0218
SUBURBAN TOTAL	210,862	12,762	9.6	20.8	25.4	16.1	.0116
SANTA FE	**433,003**	**15,836**	**6.1**	**17.2**	**27.1**	**25.6**	**.0302**
Santa Fe	433,003	15,836	6.1	17.2	27.1	25.6	.0302
• Santa Fe	326,725	16,585	5.6	15.9	27.1	28.0	.0248
SUBURBAN TOTAL	106,278	14,291	7.4	20.4	27.9	19.2	.0054
OTHER COUNTIES							
Catron	16,904	15,588	4.2	17.0	26.8	25.4	.0010
Chaves	350,006	15,511	6.9	15.3	25.1	26.4	.0226
Colfax	75,162	13,577	6.4	19.7	27.0	16.8	.0054
Curry	260,866	14,165	7.2	20.9	27.1	19.4	.0172
De Baca	15,629	9,882	9.2	16.3	23.5	9.7	.0010
Eddy	322,549	16,091	6.1	14.6	29.0	24.0	.0198
Grant	152,508	16,680	4.5	17.5	36.8	21.0	.0096
Guadalupe	23,187	10,439	8.8	17.7	20.4	13.7	.0020
Harding	7,116	12,632	7.4	18.8	28.6	12.4	.0004
Hidalgo	34,556	14,198	7.0	20.0	30.0	16.3	.0024
Lea	385,248	18,837	4.6	12.2	35.9	27.8	.0245
Lincoln	70,631	12,643	8.5	16.6	23.2	17.9	.0047
Los Alamos	194,213	29,982	1.7	5.6	24.5	63.4	.0091
Luna	78,164	11,934	8.9	19.8	22.3	15.5	.0056
McKinley	260,293	14,745	5.4	15.6	25.3	23.9	.0209
Mora	15,268	6,031	7.7	14.7	13.0	3.8	.0008
Otero	266,994	17,029	5.7	18.6	31.9	26.3	.0165
Quay	74,315	14,691	6.4	15.9	27.4	21.5	.0047
Rio Arriba	108,587	10,599	7.0	16.5	24.6	11.0	.0085
Roosevelt	96,133	11,921	7.4	18.1	24.2	14.8	.0059
San Juan	449,757	16,244	5.1	14.8	32.0	22.3	.0320
San Miguel	91,424	8,984	8.9	16.0	18.6	11.0	.0067
Sierra	53,359	9,082	11.0	16.6	17.2	11.2	.0032
Socorro	48,516	12,784	7.6	15.7	26.4	16.3	.0037
Taos	98,525	10,724	7.0	13.8	23.7	14.8	.0069
Torrance	27,360	7,260	9.4	16.2	14.3	5.8	.0026
Union	29,262	9,933	10.0	21.0	17.3	11.4	.0018
Valencia	321,763	18,462	5.1	12.0	32.6	29.4	.0212
TOTAL METRO COUNTIES	**3,821,928**	**16,189**	**6.3**	**17.0**	**28.2**	**25.7**	**.2542**
TOTAL STATE	**7,750,223**	**15,635**	**6.3**	**16.3**	**28.0**	**24.0**	**.5149**

COMING OCT. 27

SURVEY OF BUYING POWER—PART II

HIGHLIGHTS

NEW SPECIAL TABLES: Analyses of the critical changes taking place in regional and metropolitan markets.

METROPOLITAN MARKETS: Five-year projections of population, households, Effective Buying Income (EBI), average household EBI, retail sales, and Buying Power Index for S&MM's 300 metropolitan markets.

NEWSPAPER MARKETS: Population, households, Effective Buying Income, retail sales, and household coverage by local newspapers.

MERCHANDISE LINE SALES: Retail sales by product category for all 300 metropolitan areas and the leading distribution channel for each product class.

TV MARKETS: Total population, households, black population, Effective Buying Income, retail sales, and Buying Power Index.

'WORTH WRITING FOR' MEDIA/MARKETS SECTION: Local market data that are available from the media and other local sources of information.

ERRATA: Corrections for the few mistakes that are inevitably present in this issue of the *Survey*.

All Sales & Marketing Management subscribers will receive the October *Survey of Buying Power—Part II* as one of their regular issues.

Single copies of the *Survey—Part II* can be ordered at $20 each. The combination price for the two *Survey* issues is $57.50.

NEW YORK

N.Y. S&MM ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Dr ($0
ALBANY - SCHENECTADY - TROY	**787.1**	**.3551**	**31.9**	**13.3**	**14.3**	**16.0**	**29.6**	**280.1**	**3,109,680**	**734,669**	**282,187**	**365,335**	**112,831**	**537,244**	**93,113**
Albany	283.1	.1277	32.7	14.5	14.2	16.0	30.8	103.4	1,348,250	282,875	137,391	172,161	57,670	229,223	29,[illegible]
• Albany	104.3	.0471	33.3	18.6	13.1	12.9	34.9	41.7	379,260	86,241	45,474	9,113	17,427	89,692	[illegible]
Montgomery	55.7	.0251	37.0	10.6	11.8	15.9	36.3	21.2	168,558	39,900	13,629	18,566	3,957	22,501	12,[illegible]
Rensselaer	148.3	.0669	30.6	15.0	13.7	15.2	28.7	51.1	390,361	122,949	29,560	31,811	10,640	47,864	13,946
• Troy	57.8	.0261	29.7	20.4	12.4	12.6	30.8	20.7	149,022	41,330	14,324	7,956	7,585	21,350	[illegible]
Saratoga	146.4	.0661	28.8	12.1	16.4	16.2	23.7	47.8	577,117	131,757	50,658	59,852	14,567	132,823	17,[illegible]
Schenectady	153.6	.0693	33.7	11.3	14.2	16.8	31.4	56.6	625,394	157,188	50,949	82,945	25,997	104,833	20,[illegible]
• Schenectady	73.3	.0331	34.6	13.9	13.9	14.1	35.3	29.6	255,450	52,362	25,149	22,469	14,355	54,494	11,[illegible]
SUBURBAN TOTAL	551.7	.2488	31.6	11.4	14.9	17.2	27.7	188.1	2,325,948	554,736	197,240	325,797	73,464	371,708	66,322
BINGHAMTON	**302.7**	**.1365**	**31.3**	**11.8**	**15.6**	**16.6**	**27.7**	**109.9**	**1,107,022**	**262,888**	**88,053**	**112,294**	**46,222**	**221,626**	**42,825**
Broome	215.3	.0971	31.7	12.7	15.2	16.5	28.5	79.7	902,047	203,469	75,835	105,416	41,974	174,373	36,334
• Binghamton	56.7	.0256	36.9	12.5	12.6	15.2	36.8	23.4	313,452	65,534	24,461	36,630	19,018	81,037	9,[illegible]
Tioga	49.6	.0223	29.5	9.7	17.4	17.8	22.6	17.1	116,917	35,527	5,308	5,628	1,721	25,518	4,385
Susquehanna, Pa.	*37.8*	*.0171*	*31.9*	*9.9*	*15.3*	*15.6*	*29.7*	*13.1*	*88,058*	*23,892*	*6,910*	*1,250*	*2,527*	*21,735*	*2,108*
SUBURBAN TOTAL	246.0	.1109	30.4	11.7	16.2	17.0	25.5	86.5	793,570	197,354	63,592	75,664	27,204	140,589	32,832
BUFFALO	**1,278.8**	**.5770**	**31.6**	**12.4**	**14.3**	**17.2**	**28.0**	**464.8**	**4,878,323**	**1,239,422**	**461,418**	**767,055**	**190,673**	**963,741**	**193,033**
Erie	1,044.9	.4715	31.7	12.5	14.4	17.2	28.1	380.8	4,014,300	1,032,108	375,698	637,953	163,571	788,975	159,516
• Buffalo	378.4	.1708	33.2	14.2	13.5	15.1	32.5	154.3	1,011,041	343,615	110,664	113,528	45,561	133,654	44,[illegible]
Niagara	233.9	.1055	31.2	12.0	14.1	17.1	27.5	84.0	864,023	207,314	85,720	129,102	27,102	174,766	33,517
Niagara Falls	77.7	.0351	33.6	12.7	12.2	16.8	31.4	30.0	225,962	68,307	30,901	21,151	7,478	38,466	11,932
SUBURBAN TOTAL	900.4	.4062	31.0	11.6	14.8	18.0	26.1	310.5	3,867,282	895,807	350,754	653,527	145,112	830,087	148,190

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A cool $6.2 billion of Buffalo's $11.59 billion EBI is spent on Retail goods and services — that's 54¢ from every available EBI dollar. No other major metropolitan area in New York State can match this exceptional purchasing style.

And no newspaper in New York State outside Metropolitan New York City enjoys a larger reader audience than the Buffalo Courier-Express every Sunday. We're THE paper for 613,000 adult readers in this big 8 county market.

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Marketing Research Manager
(716) 847-5348
Represented nationally by CWO&O
SOURCES: 9 30 79 ABC Audit
S&MM Survey of Buying Power 1980
National Marketing Associates

Courier-EXPRESS
795 MAIN ST., BUFFALO, NEW YORK 14240

Reaching Buffalo's ADI takes more than news.

1.8 million consumers with an Effective Buying Income of 11 billion dollars annually aren't sitting around.

So we publish Friday's Gusto Magazine for guides to great food, shows, listening and entertainment.

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Our Sunday Roto Magazine lets them know about colorful people, issues and the history that surrounds them.

They read us. Our demographics prove it.

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ON THE GROW in the Albany-Schenectady-Troy Metro area, upstate New York's third largest market, the Schenectady Gazette is the daily circulation leader* in these strategic Metro area counties.

METRO AREA COUNTY	CIRCULATION SCHENECTADY GAZETTE	CIRCULATION ALBANY TU & KN
Albany	4,492	84,805
Schenectady	**43,076**	**9,382**
Saratoga	**12,699**	**8,899**
Rensselaer	190	17,071
Montgomery	**3,862**	**645**

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Schenectady Gazette

Schenectady, New York 12301
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Represented by C.W.O. & O.
SOURCE: ABC Audit Reports and ABC Publishers Statements

*Albany-Schenectady-Troy Daily Newspapers

Long Island: We Have What You Want.

More Population than Pittsburgh
More Retail Sales than St. Louis
More Home Owners than Washington, D.C.
More Cars registered than Houston
More Food Store sales than Cincinnati

Newsday

Read By 79% of Nassau-Suffolk Adults Daily or Sunday.

Sources: Population, Retail Sales, Food Store Sales-1979 Survey of Buying Power. Home Owners-1970 Census. Cars- New York State Department of Motor Vehicles and SRDS Market Data, January,1979. Newsday Readership-Belden, 1979.

N.Y. (cont.) S&MM ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ELMIRA	**96.2**	**.0434**	**31.3**	**11.9**	**14.3**	**16.3**	**28.4**	**34.9**	**349,013**	**88,897**	**25,950**	**60,897**	**12,208**	**60,440**	**13,817**
Chemung	96.2	.0434	31.3	11.9	14.3	16.3	28.4	34.9	349,013	88,897	25,950	60,897	12,208	60,440	13,817
• Elmira	33.1	.0149	31.2	16.2	12.9	13.3	31.7	12.6	172,347	53,552	10,480	24,506	6,197	28,605	8,935
SUBURBAN TOTAL	63.1	.0285	31.3	9.7	15.1	17.9	26.6	22.3	176,666	35,345	15,470	36,391	6,011	31,835	4,882
△ **JAMESTOWN**	**141.2**	**.0638**	**32.5**	**12.0**	**13.4**	**15.7**	**30.9**	**54.0**	**538,991**	**105,766**	**53,491**	**78,870**	**21,980**	**118,260**	**16,988**
Chautauqua	141.2	.0638	32.5	12.0	13.4	15.7	30.9	54.0	538,991	105,766	53,491	78,870	21,980	118,260	16,988
• Jamestown	34.4	.0155	34.4	11.6	13.9	14.2	35.0	14.8	191,641	40,194	12,372	24,926	9,779	55,821	9,006
SUBURBAN TOTAL	106.8	.0483	31.8	12.2	13.1	16.2	29.6	39.2	347,350	65,572	41,119	53,944	12,201	62,439	7,982
NASSAU - SUFFOLK	**2,699.9**	**1.2185**	**31.1**	**11.0**	**15.0**	**20.2**	**23.9**	**832.3**	**11,144,390**	**2,462,660**	**822,104**	**1,477,625**	**530,897**	**1,615,570**	**276,348**
Nassau	1,376.4	.6212	33.6	11.5	12.6	21.2	27.1	442.6	6,701,082	1,372,677	476,091	989,830	339,350	951,011	161,088
Freeport	38.4	.0173	33.6	12.0	14.7	18.7	29.3	13.6	123,903	22,729	10,739	2,413	5,003	31,858	3,009
Valley Stream	39.1	.0176	36.4	12.0	11.5	20.3	31.5	12.9	209,172	17,303	14,135	42,803	9,508	43,909	3,197
Suffolk	1,323.5	.5973	29.2	10.4	17.5	19.1	20.7	389.7	4,443,308	1,089,983	346,013	487,795	191,547	664,559	115,260
SUBURBAN TOTAL	2,699.9	1.2185	31.1	11.0	15.0	20.2	23.9	832.3	11,144,390	2,462,660	822,104	1,477,625	530,897	1,615,570	276,348
△ **NEWBURGH - MIDDLETOWN**	**255.6**	**.1153**	**30.3**	**12.3**	**15.6**	**15.9**	**26.8**	**87.1**	**979,400**	**296,427**	**69,842**	**117,592**	**34,370**	**151,967**	**25,321**
Orange	255.6	.1153	30.3	12.3	15.6	15.9	26.8	87.1	979,400	296,427	69,842	117,592	34,370	151,967	25,321
• Middletown	24.4	.0110	38.6	11.2	11.9	14.6	39.0	8.5	169,938	29,246	16,330	27,254	11,818	24,220	4,541
• Newburgh	26.2	.0118	32.3	11.2	13.8	14.9	31.4	10.1	150,912	39,496	11,045	9,195	9,065	39,376	3,023
SUBURBAN TOTAL	205.0	.0925	29.5	12.5	16.3	16.2	24.8	68.5	658,550	227,685	42,467	81,143	13,487	88,371	17,757
NEW YORK	**9,266.3**	**4.1819**	**33.2**	**12.1**	**16.6**	**16.9**	**30.2**	**3,628.5**	**29,025,355**	**7,191,143**	**3,066,608**	**3,993,065**	**1,440,687**	**3,052,644**	**825,440**
Bronx	1,222.3	.5517	31.5	13.0	16.8	15.2	29.0	471.7	2,166,234	775,537	136,349	202,452	101,575	240,857	71,230
Kings	2,267.3	1.0232	31.4	12.7	16.1	15.5	28.7	870.7	4,180,676	1,283,547	309,236	545,390	216,693	362,862	137,636
New York (Manhattan)	1,376.2	.6211	34.5	12.7	19.7	17.0	32.0	694.0	8,341,987	1,376,444	1,436,064	1,392,336	497,934	240,408	230,172
• New York City	7,194.9	3.2471	33.1	12.5	16.8	16.2	30.6	2,937.2	19,839,170	4,991,727	2,353,077	2,774,739	1,007,392	1,498,802	616,648
Putnam	74.0	.0334	30.3	8.5	19.1	17.7	23.2	24.7	226,598	58,720	15,471	13,932	5,699	47,726	5,689
Queens	1,985.2	.8959	35.5	12.0	15.6	16.8	33.8	785.9	4,277,111	1,262,286	416,107	494,178	162,030	529,425	152,133
Richmond	343.9	.1552	30.5	12.2	17.1	17.3	24.9	114.9	873,162	293,913	55,321	140,383	29,160	125,250	25,477
Rockland	262.6	.1185	30.1	9.6	17.5	21.2	20.2	74.5	917,923	257,074	66,584	120,234	35,458	162,677	23,925
Westchester	869.1	.3922	34.3	11.0	15.1	18.6	30.4	288.9	3,673,730	902,514	278,634	472,243	173,877	582,672	84,599

Complete Your New York METRO MARKET with

D.A.M.N.* • **THE NEWS TIMES** Danbury Connecticut (Fairfield County)
• **TIMES HERALD-RECORD** Middletown New York (Orange County plus Sullivan Ulster)

	Times Herald-Record	News-Times	Total Unit
DAILY	65,747	39,577	105,324
SUNDAY	69,675	42,172	111,847

SOURCE: ABC AUDIT REPORT - DECEMBER 31, 1979

The D.A.M.N.* unit was created with two of the fastest growing ABC newspapers in the New York City metro to offer advertisers the convenience of a unit buy at a discount rate. See our SRDS listings at the beginning of Connecticut and New York States and the individual listings by state. Phone National Ad Director B. William Cangi at (914) 343-2181 or contact Branham Newspaper Sales.

For complete analysis, see D.A.M.N. Group (Danbury and Middletown Newspapers) ad in Connecticut Section "C."

NEW YORK CITY TRANSIT AUTH

Pocket Survey

of New York's Car Buyers

A lot of people in *New York City* carry subway tokens in their pockets—but no car keys.

A lot *more* people in the *New York Suburbs* carry car keys—but no subway tokens.

Combine car keys (1.7 cars per household) with check books and credit cards ($26,620 household income) and you have the Westchester-Rockland Market.

For 1979 and 1980 to date, the Westchester-Rockland Market had the greatest number of new passenger cars sold per 1,000 households of any major market in the New York ADI.

High *new car sales* per thousand means lower *cost* per thousand for new car advertisers. It's a good time for it.

New Passenger Car Sales Per Thousand Households (Year 1979)

Westchester Rockland Market	**188**
Bergen County	181
Nassau-Suffolk	172
Newark SMSA	148
New York City	52

(Westchester-Rockland-Putnam was also on top for the first two months of 1980. Source: R.L. Polk.)

The Swing is to Suburban Dailies in New York

Gannett Westchester Rockland

ne Gannett Drive, White Plains N.Y. 10604 (914) 694-9300 • Represented by Gannett Newspaper Advertising Sales

N.Y. (cont.) S&MM ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROU 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Mount Vernon	68.5	0309	36.3	11.7	14.7	17.8	33.8	24.5	213,789	44,602	7,433	4,232	8,301	40,745	7,2
New Rochelle	68.5	0309	35.2	11.7	14.9	18.0	32.2	23.7	306,136	50,478	26,801	33,311	14,698	71,554	7,3
White Plains	47.2	0213	37.6	10.8	15.0	18.1	35.0	17.6	515,852	72,669	36,600	190,772	18,758	68,362	6,9
Yonkers	186.2	0840	35.2	12.3	15.2	17.1	33.2	66.8	588,442	181,422	42,188	76,515	37,089	65,303	18,3
Bergen, N. J.	*865.7*	*3907*	*35.0*	*11.0*	*14.6*	*19.7*	*30.2*	*303.2*	*4,367,934*	*981,108*	*352,842*	*611,917*	*218,261*	*760,767*	*94,5*
Teaneck Township	*40.2*	*0181*	*36.6*	*12.2*	*13.0*	*19.0*	*33.0*	*13.6*	*83,564*	*35,986*	*7,994*	*1,984*	*2,314*	*4,804*	*2,2*
SUBURBAN TOTAL	2,071.4	9348	33.8	10.8	15.2	19.3	28.8	691.3	9,186,185	2,199,416	713,531	1,218,326	433,295	1,553,842	208,79
NEW YORK - NEWARK - JERSEY CITY - BRIDGEPORT CONSOLIDATED AREA	***16,813.4***	***7.5878***	***32.6***	***11.8***	***16.1***	***17.8***	***28.4***	***6,119.7***	***58,963,707***	***14,089,911***	***5,461,926***	***7,480,381***	***2,865,095***	***7,726,123***	***1,571,8***
POUGHKEEPSIE	**236.3**	**.1067**	**30.6**	**12.4**	**18.3**	**17.2**	**24.8**	**78.2**	**936,694**	**258,903**	**63,432**	**129,212**	**25,850**	**134,775**	**20,76**
Dutchess	236.3	1067	30.6	12.4	18.3	17.2	24.8	78.2	936,694	258,903	63,432	129,212	25,850	134,775	20,76
● Poughkeepsie	30.7	0139	34.6	12.3	14.5	15.9	33.5	13.0	188,288	39,916	19,556	7,966	5,295	24,619	3,72
SUBURBAN TOTAL	205.6	.0928	30.2	12.5	18.8	17.4	23.5	65.2	748,406	218,985	43,876	121,246	20,555	110,156	17,02
ROCHESTER	**967.1**	**4366**	**30.2**	**13.3**	**16.4**	**16.0**	**26.1**	**348.3**	**3,956,519**	**896,270**	**309,915**	**479,925**	**149,513**	**812,991**	**139,40**
Livingston	56.1	0253	28.3	16.5	14.9	14.9	25.1	18.6	169,959	46,408	14,388	13,024	5,311	24,762	7,12
Monroe	699.8	3158	30.3	13.6	16.6	16.3	25.9	256.4	2,860,035	674,114	241,585	363,593	123,064	634,564	107,96
● Rochester	257.7	1163	31.3	15.8	16.1	13.2	30.8	105.4	776,005	132,373	72,879	95,899	36,619	188,838	32,57
Ontario	90.0	0407	30.2	13.0	14.8	15.6	27.4	30.7	418,543	81,737	33,970	80,470	11,419	70,151	12,769
Orleans	38.9	0176	30.6	11.0	14.8	15.6	27.9	13.5	98,891	31,310	5,272	6,364	4,754	18,276	3,99
Wayne	82.3	0372	30.1	10.5	16.4	15.6	26.4	29.1	409,091	62,701	14,700	16,474	4,965	65,238	7,558
SUBURBAN TOTAL	709.4	3203	29.8	12.4	16.4	17.1	24.4	242.9	3,180,514	763,897	237,036	384,026	112,894	624,153	106,836
SYRACUSE	**645.4**	**.2912**	**29.2**	**14.6**	**15.2**	**16.0**	**25.1**	**220.2**	**2,512,278**	**662,284**	**222,951**	**258,441**	**105,170**	**504,811**	**134,205**
Madison	65.8	0297	27.2	16.8	14.3	14.7	24.2	20.9	199,930	53,711	19,020	7,927	6,928	48,698	14,289
Onondaga	470.1	2121	29.8	14.3	15.4	16.5	25.4	163.5	1,980,517	513,160	179,482	230,768	88,484	379,429	99,494
● Syracuse	173.5	0783	30.7	18.8	14.0	13.2	30.8	67.1	631,478	192,419	59,247	38,460	39,962	154,616	20,65
Oswego	109.5	.0494	27.6	14.6	14.6	14.5	24.7	35.8	331,831	95,413	24,449	19,746	9,758	76,684	20,422
SUBURBAN TOTAL	471.9	2129	28.6	13.1	15.5	17.0	23.1	153.1	1,880,800	469,865	163,704	219,981	65,208	350,195	113,552
UTICA - ROME	**322.5**	**.1456**	**31.6**	**12.2**	**14.2**	**16.0**	**29.3**	**116.3**	**1,135,734**	**289,925**	**102,443**	**135,199**	**37,215**	**186,919**	**60,179**
Herkimer	64.7	0292	33.1	10.9	13.5	15.7	31.7	24.5	184,892	48,116	15,252	32,030	8,267	23,786	10,519
Oneida	257.8	1164	31.3	12.6	14.4	16.0	28.6	91.8	950,842	241,809	87,191	103,169	28,948	163,133	49,660
● Rome	48.8	0220	29.0	14.9	16.4	16.4	23.7	16.1	213,012	50,167	16,670	24,422	5,072	39,040	13,196
● Utica	82.6	0373	34.5	13.3	13.1	14.4	35.0	32.5	289,666	96,561	25,406	23,022	11,793	21,577	16,652
SUBURBAN TOTAL	191.1	0863	31.3	11.1	14.1	16.6	28.2	67.7	633,056	143,197	60,367	87,755	20,350	126,302	30,331

Syracuse.

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Every smart media planner knows that no matter how good the numbers look, there's nothing like a track record to determine media effectiveness.

And judging by the reputation of The Syracuse Newspapers, we're high on the effectiveness scale. Syracuse didn't get to be #13 nationally in food lineage by accident!

Our combined morning and evening unduplicated cumulative weekday audience of our three-county SMSA tops 84% and on Sunday . . . 87%. That's 446,000 total adults with a median household income $874 above the national average.

But on top of that, our actual coverage includes the five* counties in our retail trading zone—over 800,000 people.

Those extra two counties are the "hidden bonus" you get when you buy The Syracuse Newspapers.

Like the man says: Don't buy the numbers . . . buy results.

Call The Syracuse Newspapers at 315/473-7765.

*(Onondaga, Madison, Oswego, Cortland, Cayuga)

Sources: 1979 Survey of Buying Power, 1978 ABC, 1978 Belden CMS, Oct., Dec.

The Syracuse Newspapers

THE POST-STANDARD, MORNINGS. HERALD JOURNAL, EVENINGS. SUNDAY HERALD AMERICAN.

Represented nationally by Newhouse Newspapers

Y. (cont.)

ESTIMATES

ETRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
HER COUNTIES															
Allegany	50.1	.0226	27.1	18.2	12.6	13.6	26.4	16.9	107,322	29,333	7,030	10,197	3,221	25,130	3,591
Cattaraugus	86.7	.0392	30.5	12.0	13.1	15.5	28.6	30.2	265,082	65,237	24,087	37,636	6,974	45,947	11,432
Cayuga	77.5	.0349	31.1	11.9	14.0	15.3	29.2	27.2	266,599	69,962	16,536	26,814	6,069	59,585	13,260
Chenango	47.9	.0216	31.2	9.7	14.7	15.9	28.6	17.0	160,445	42,294	9,832	6,126	6,305	33,803	4,987
Clinton	84.1	.0379	26.0	16.6	16.4	15.2	20.0	25.6	312,105	70,107	29,030	43,238	11,548	56,778	10,456
Columbia	55.5	.0251	34.3	9.7	13.7	15.3	33.8	20.8	183,350	52,322	11,436	13,881	5,050	29,067	3,587
Cortland	49.2	.0222	27.7	18.3	14.5	14.0	25.4	17.4	191,437	49,485	11,594	26,678	7,193	39,836	9,148
Delaware	47.3	.0213	32.7	12.4	12.9	15.2	31.8	17.3	143,900	41,638	6,963	6,909	3,319	24,904	6,493
Essex	34.7	.0157	32.5	9.5	13.8	15.6	30.9	12.7	121,674	35,393	13,464	3,951	1,287	17,609	2,912
Franklin	45.0	.0203	30.2	12.0	12.8	15.0	28.9	15.3	135,394	45,455	9,708	10,037	3,730	17,822	6,592
Fulton	55.8	.0252	34.3	10.5	13.1	15.2	33.9	22.1	178,998	41,018	11,483	15,489	4,226	41,187	11,462
Genesee	59.8	.0270	30.4	11.0	15.1	16.0	27.1	21.0	219,645	48,952	19,221	31,752	6,898	46,003	8,792
Greene	39.3	.0177	34.8	10.4	12.8	15.0	34.7	15.2	147,951	49,352	11,405	8,830	2,973	30,594	4,229
Hamilton	4.8	.0022	38.0	8.1	12.8	14.8	38.1	2.0	13,681	3,369	2,133	1,091	100	1,624	128
Jefferson	90.2	.0407	31.1	11.1	13.1	15.1	29.8	32.4	338,881	73,498	26,040	38,710	9,945	73,327	18,212
Lewis	26.0	.0118	29.0	10.0	13.4	15.0	27.0	8.7	57,535	13,266	5,813	4,024	527	12,334	3,158
Otsego	56.7	.0256	29.8	19.5	12.4	13.8	29.7	19.9	222,185	53,372	19,393	24,544	3,182	45,719	9,919
St. Lawrence	117.2	.0529	27.0	16.9	12.8	14.8	24.9	37.2	381,610	107,635	27,563	29,231	13,609	67,959	22,920
Schoharie	28.6	.0129	30.4	15.3	12.3	14.7	29.6	9.6	81,362	23,258	5,229	5,818	1,941	17,402	499
Schuyler	17.6	.0080	31.1	10.1	14.6	15.7	28.6	6.7	37,345	11,649	2,307	1,804	951	7,755	1,482
Seneca	34.3	.0154	31.5	11.8	14.9	16.5	28.2	11.3	83,952	25,341	7,719	4,837	3,584	12,722	7,454
Steuben	100.7	.0455	31.2	11.1	14.1	15.7	28.9	36.6	354,290	81,511	27,904	39,982	10,754	70,757	13,256
Sullivan	60.9	.0275	33.2	11.3	13.9	15.5	32.0	23.1	231,833	62,612	21,972	12,357	4,194	34,955	6,960
Tompkins	85.9	.0388	24.9	26.3	17.0	12.6	20.0	28.9	311,867	76,701	31,665	35,312	9,073	50,312	15,002
Ulster	157.6	.0711	31.5	12.7	15.5	16.2	28.4	55.0	608,492	160,727	55,899	58,488	11,064	108,754	14,180
Warren	53.3	.0241	31.4	10.6	13.9	15.6	29.4	19.7	289,538	72,268	34,144	33,685	8,849	48,036	8,982
Washington	54.6	.0246	30.6	11.4	14.4	15.2	28.5	18.9	124,174	45,957	7,624	3,588	1,129	13,927	4,977
Wyoming	38.0	.0171	30.4	10.9	16.0	15.5	27.1	12.8	110,671	38,602	8,578	5,330	2,530	20,590	4,440
Yates	21.1	.0096	32.2	12.0	12.4	14.9	31.6	7.5	61,084	17,892	5,030	2,167	1,250	13,275	1,385
TOTAL METRO COUNTIES	**16,095.6**	**7.2638**	**32.1**	**12.2**	**15.9**	**17.1**	**28.3**	**5,938.3**	**55,217,407**	**13,484,254**	**5,208,642**	**7,362,343**	**2,486,828**	**7,578,486**	**1,744,750**
TOTAL STATE	**17,776.0**	**8.0223**	**32.0**	**12.4**	**15.7**	**16.9**	**28.2**	**6,527.3**	**60,959,809**	**14,992,460**	**5,679,444**	**7,904,849**	**2,638,303**	**8,646,199**	**1,974,645**

N.Y.

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
ALBANY - SCHENECTADY - TROY	**5,648,524**	**17,812**	**5.2**	**15.8**	**32.6**	**27.0**	**.3506**
Albany	2,339,469	19,248	4.6	14.0	30.2	33.0	.1434
• Albany	828,223	15,842	6.0	16.6	27.5	25.2	.0478
Montgomery	324,706	14,024	7.2	20.2	32.6	13.6	.0207
Rensselaer	958,357	17,101	5.3	16.4	33.6	23.8	.0562

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
• Troy	332,061	13,962	6.9	18.4	29.8	16.4	.0205
Saratoga	850,912	16,789	5.7	17.8	37.7	19.6	.0591
Schenectady	1,175,080	18,752	5.0	15.1	32.2	30.0	.0712
• Schenectady	512,133	15,369	6.6	18.5	31.1	20.2	.0311
SUBURBAN TOTAL	3,976,107	18,961	4.6	14.9	34.4	29.6	.2512

BERGEN IS A SUPER MARKET... BIG APPLE

In Bergen, the only New Jersey county in the New York SMSA, per household food store sales are $2,673 annually. That's 36.8% greater than the average in the New York SMSA.

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For more information call (201) 646-4214.

New Jersey's Largest Evening Newspaper

The Record

National representatives: Sawyer-Ferguson-Walker Co.

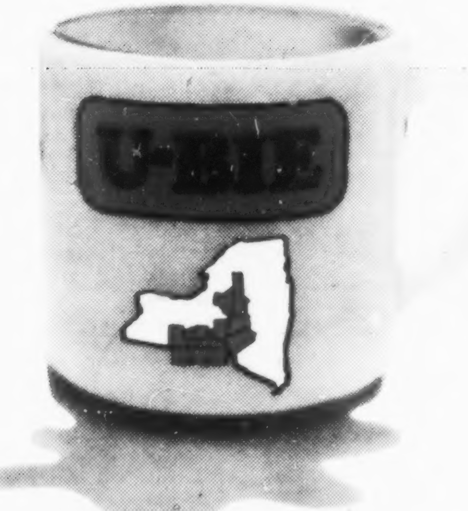
Source: S&MM 1979 Survey of Buying Power

N.Y. (cont.)
ESTIMATES

SS EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
BINGHAMTON	**1,836,553**	**15,382**	**6.4**	**18.5**	**34.5**	**17.1**	**.1215**
Broome	1,334,152	15,448	6.2	18.4	34.8	17.0	.0911
• Binghamton	374,995	13,557	7.2	18.1	28.9	16.0	.0273
Tioga	306,696	16,879	6.2	16.6	34.9	22.2	.0179
Susquehanna, Pa.	*195,705*	*13,347*	*7.7*	*22.3*	*31.2*	*11.4*	*.0125*
SUBURBAN TOTAL	1,461,558	15,802	6.2	18.6	35.9	17.4	.0942
BUFFALO	**9,196,155**	**17,326**	**4.9**	**15.8**	**35.7**	**23.4**	**.5644**
Erie	7,788,013	17,806	4.8	14.7	35.2	25.2	.4706
• Buffalo	2,469,901	13,731	6.6	18.5	30.3	14.8	.1446
Niagara	1,408,142	15,635	5.5	20.4	37.7	15.5	.0938
Niagara Falls	447,075	14,094	6.4	21.6	33.9	11.6	.0285
SUBURBAN TOTAL	6,726,254	18,951	4.0	14.4	38.2	27.8	.4198
ELMIRA	**600,900**	**15,448**	**6.0**	**18.1**	**33.4**	**18.3**	**.0390**
Chemung	600,900	15,448	6.0	18.1	33.4	18.3	.0390
• Elmira	183,440	12,439	7.8	19.1	29.0	10.8	.0145
SUBURBAN TOTAL	417,460	17,228	5.0	17.4	36.1	22.5	.0245
△ JAMESTOWN	**869,380**	**14,579**	**6.2**	**19.2**	**33.2**	**15.0**	**.0579**
Chautauqua	869,380	14,579	6.2	19.2	33.2	15.0	.0579
• Jamestown	230,267	14,019	6.7	18.1	31.7	14.5	.0167
SUBURBAN TOTAL	639,113	14,772	6.0	19.5	33.8	15.3	.0412
NASSAU - SUFFOLK	**23,341,944**	**24,592**	**2.8**	**8.8**	**29.5**	**48.7**	**1.3416**
Nassau	13,995,899	27,428	2.3	7.2	24.7	56.8	.7832
Freeport	360,553	23,345	3.5	10.6	26.9	45.8	.0188
Valley Stream	339,562	24,701	2.5	9.2	29.5	49.0	.0211
Suffolk	9,346,045	22,129	3.3	10.6	35.0	39.3	.5584
SUBURBAN TOTAL	23,341,944	24,592	2.8	8.8	29.5	48.7	1.3416
△ NEWBURGH - MIDDLETOWN	**1,662,012**	**17,067**	**5.4**	**16.2**	**34.8**	**23.0**	**.1076**
Orange	1,662,012	17,067	5.4	16.2	34.8	23.0	.1076
• Middletown	139,102	13,743	7.2	18.0	28.8	17.2	.0122
• Newburgh	152,283	12,277	8.1	19.9	26.6	12.3	.0122
SUBURBAN TOTAL	1,370,627	18,170	4.8	15.4	36.7	25.3	.0832
NEW YORK	**75,109,800**	**16,918**	**5.8**	**15.9**	**28.1**	**27.9**	**4.1378**
Bronx	6,992,688	12,457	8.2	19.7	26.0	14.2	.3996
Kings	13,943,850	13,631	7.5	18.8	27.7	17.3	.7768
New York (Manhattan)	15,629,233	15,703	6.4	16.8	24.7	27.5	.8890
• New York City	54,821,516	15,353	6.5	17.4	28.6	22.6	3.0135
Putnam	477,082	18,494	3.7	15.0	40.5	24.5	.0291
Queens	16,020,706	18,456	4.9	15.4	32.8	29.0	.8186
Richmond	2,235,039	18,292	4.4	15.5	38.7	25.2	.1296
Rockland	2,006,238	24,669	2.8	8.7	[illegible]	48.9	.1167
Westchester	8,699,231	24,408	3.2	9.9	[illegible]	48.4	.4713
Mount Vernon	513,726	18,184	5.2	15.3	29.9	30.2	.0293
New Rochelle	672,147	22,415	4.1	11.2	25.2	43.6	.0373
White Plains	470,925	21,546	4.3	13.4	26.0	41.1	.0363
Yonkers	1,570,826	21,065	3.6	11.8	30.7	37.9	.0852
Bergen, N. J.	*9,105,733*	*26,697*	*2.6*	*8.0*	*24.9*	*54.9*	*.5071*
Teaneck Township	*471,546*	*30,365*	*2.3*	*7.5*	*20.1*	*61.8*	*.0210*
SUBURBAN TOTAL	20,288,284	25,172	2.9	9.1	26.1	50.4	1.1243
NEW YORK - NEWARK - JERSEY CITY - BRIDGEPORT CONSOLIDATED AREA	***141,437,005***	***19,540***	***4.9***	***13.6***	***28.1***	***35.0***	***7.8802***
POUGHKEEPSIE	**1,668,145**	**19,733**	**4.5**	**13.7**	**34.0**	**31.6**	**.1045**
Dutchess	1,668,145	19,733	4.5	13.7	34.0	31.6	.1045
• Poughkeepsie	243,960	15,802	5.8	16.1	28.6	23.9	.0167
SUBURBAN TOTAL	1,424,185	20,342	4.3	13.2	35.1	33.1	.0878
ROCHESTER	**7,726,250**	**20,149**	**4.5**	**13.2**	**31.2**	**34.7**	**.4596**
Livingston	304,472	15,246	6.5	20.4	36.7	14.5	.0202
Monroe	6,156,705	22,176	3.9	11.2	29.5	40.9	.3501
• Rochester	1,943,283	16,408	5.9	16.3	30.8	23.8	.1095
Ontario	489,982	14,745	6.9	20.7	35.8	13.1	.0373
Orleans	227,353	15,498	5.9	18.6	34.4	17.6	.0138
Wayne	547,738	17,693	5.4	15.7	36.9	23.2	.0382
SUBURBAN TOTAL	5,782,967	21,728	3.9	11.9	31.3	39.4	.3501
SYRACUSE	**4,640,784**	**18,699**	**5.0**	**14.4**	**32.9**	**29.6**	**.2866**
Madison	408,437	17,922	5.3	16.2	34.9	25.4	.0253
Onondaga	3,587,100	19,351	4.9	13.8	32.1	31.9	.2202
• Syracuse	1,212,135	14,820	7.0	17.7	29.0	20.3	.0745
Oswego	645,247	16,711	5.3	16.5	35.7	21.0	.0411
SUBURBAN TOTAL	3,428,649	20,333	4.1	13.0	34.7	33.6	.2121

Our cup runneth over.



Second Largest Upstate New York Market.

Second in population, households, retail sales, food sales, general merchandise sales, automotive sales, drug sales, furniture/houseware/appliance sales and eating/drinking sales*

*Source: Sales and Marketing Management, 1980 Survey of Buying Power.

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Capital Newspapers Group's National Advertising department produced over 5,700,000 lines of advertising last year. That breaks down to almost 110,000 lines per week! It goes to show you that when advertisers and their agencies find a viable cost efficient market they use it — time and again. When you advertise in the Albany market, use the combination that works. Go with the winners — the Knickerbocker News, the Times Union, and the Sunday Times Union.

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ALBANY, N.Y.

Knickerbocker News, Times Union, Sunday Times Union

N.Y. (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
UTICA - ROME	**1,996,330**	**15,451**	**6.2**	**19.6**	**33.5**	**18.3**	**.1291**
Herkimer	357,263	13,767	7.7	22.1	34.1	10.1	.0231
Oneida	1,639,067	16,004	5.8	18.9	33.4	20.5	.1060
• Rome	292,100	15,449	6.7	22.4	32.6	19.3	.0206
• Utica	490,726	13,461	7.1	19.1	30.4	13.7	.0324
SUBURBAN TOTAL	1,213,504	16,327	5.6	19.1	35.3	20.3	.0761
OTHER COUNTIES							
Allegany	243,019	12,462	8.5	21.5	29.3	9.6	.0157
Cattaraugus	477,944	14,142	7.0	20.4	33.0	13.2	.0316
Cayuga	438,015	14,725	6.4	19.4	34.1	14.8	.0294
Chenango	290,140	15,390	5.8	20.6	34.2	17.3	.0188
Clinton	465,589	15,249	6.3	20.8	31.0	20.0	.0325
Columbia	409,314	16,223	6.2	16.8	32.0	22.6	.0238
Cortland	306,081	15,500	6.2	19.2	32.0	20.0	.0204
Delaware	275,236	13,928	7.0	21.3	30.3	15.2	.0176
Essex	182,661	12,602	9.2	23.4	28.3	10.7	.0129
Franklin	206,942	11,819	8.4	21.3	26.6	9.8	.0150
Fulton	314,791	12,939	8.2	22.9	29.5	10.5	.0208
Genesee	342,952	15,338	6.1	21.4	37.6	14.0	.023
Greene	232,139	13,666	7.2	19.7	30.9	13.8	.015
Hamilton	26,505	11,802	8.5	22.8	26.5	9.1	.001
Jefferson	542,554	15,155	6.6	18.0	32.3	18.3	.036
Lewis	131,571	13,711	7.1	22.1	31.9	12.3	.008
Otsego	311,078	13,383	7.8	21.5	30.0	13.4	.022
St. Lawrence	632,062	14,820	6.4	19.5	33.2	16.1	.043
Schoharie	146,743	13,389	8.0	19.8	30.4	13.0	.009
Schuyler	100,504	13,379	7.5	24.7	30.5	11.4	.006
Seneca	206,808	17,023	5.1	17.3	37.1	21.2	.012
Steuben	648,581	16,155	5.8	17.6	32.5	21.8	.0411
Sullivan	385,040	14,069	6.7	18.8	30.6	16.0	.025
Tompkins	588,421	16,954	6.3	17.1	31.6	25.2	.036
Ulster	920,770	15,123	6.4	18.3	32.4	18.1	.0632
Warren	327,738	14,455	7.1	19.5	30.1	17.7	.0247
Washington	309,633	15,079	6.9	19.1	33.9	16.5	.0187
Wyoming	240,408	17,305	5.6	17.0	35.4	23.1	.0146
Yates	102,748	12,229	9.1	24.7	28.0	8.4	.0072
TOTAL METRO COUNTIES	**124,995,339**	**17,834**	**5.4**	**15.2**	**30.0**	**29.0**	**7.1806**
TOTAL STATE	**134,801,326**	**17,487**	**5.5**	**15.6**	**30.2**	**27.9**	**7.8291**

NORTH CAROLINA

N.C.

S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ASHEVILLE	**172.0**	**.0777**	**34.0**	**11.4**	**15.7**	**17.0**	**31.5**	**64.7**	**680,800**	**146,235**	**53,182**	**100,611**	**26,277**	**133,621**	**26,454**
Buncombe	155.0	.0700	34.0	11.0	16.0	17.2	31.1	59.0	654,829	138,062	51,287	98,521	25,793	127,812	25,343
• Asheville	61.0	.0275	37.5	9.9	13.9	16.5	36.3	24.8	423,681	59,736	38,407	91,260	15,114	84,914	19,983
Madison	17.0	.0077	34.0	14.6	14.3	14.5	34.0	5.7	25,971	8,173	1,895	2,090	484	5,809	1,111
SUBURBAN TOTAL	111.0	.0502	32.6	12.2	16.8	17.2	28.8	39.9	257,119	86,499	14,775	9,351	11,163	48,707	6,471
BURLINGTON	**101.4**	**.0457**	**31.8**	**12.9**	**16.4**	**18.5**	**26.3**	**35.6**	**370,298**	**84,104**	**26,110**	**45,946**	**19,172**	**79,238**	**15,012**
Alamance	101.4	.0457	31.8	12.9	16.4	18.5	26.3	35.6	370,298	84,104	26,110	45,946	19,172	79,238	15,012
• Burlington	39.4	.0178	33.1	11.7	15.7	19.2	27.8	14.7	254,831	49,314	19,094	42,882	13,391	46,484	12,346
SUBURBAN TOTAL	62.0	.0279	31.0	13.7	16.8	18.0	25.3	20.9	115,467	34,790	7,016	3,064	5,781	32,754	2,666
CHARLOTTE - GASTONIA	**619.9**	**.2797**	**29.6**	**12.9**	**18.3**	**17.9**	**22.3**	**211.8**	**2,598,463**	**564,467**	**197,830**	**369,864**	**127,358**	**615,164**	**94,107**
Gaston	159.2	.0718	30.3	12.5	16.7	17.8	24.3	54.5	561,009	146,625	34,685	80,457	21,929	136,444	21,155
• Gastonia	50.9	.0230	31.6	11.4	15.5	18.2	26.6	18.3	376,860	69,554	26,848	64,873	13,542	110,427	11,726
Mecklenburg	393.4	.1775	29.5	13.0	19.1	18.3	21.1	135.8	1,850,062	373,574	151,974	279,659	92,999	430,256	65,401
• Charlotte	318.4	.1437	29.6	13.9	19.0	17.2	22.5	111.7	1,303,364	246,193	118,667	200,496	78,787	289,219	53,843
Union	67.3	.0304	29.2	12.9	17.1	16.1	24.1	21.5	187,392	44,268	11,171	9,748	12,430	48,464	7,551
SUBURBAN TOTAL	250.6	.1130	29.4	11.9	18.0	18.8	21.2	81.8	918,239	248,720	52,315	104,495	35,029	215,518	28,538
FAYETTEVILLE	**236.8**	**.1068**	**22.9**	**23.7**	**17.8**	**13.9**	**11.3**	**71.2**	**766,001**	**146,446**	**60,858**	**141,129**	**49,794**	**154,821**	**13,485**
Cumberland	236.8	.1068	22.9	23.7	17.8	13.9	11.3	71.2	766,001	146,446	60,858	141,129	49,794	154,821	13,485
• Fayetteville	66.7	.0301	26.9	13.6	14.7	17.3	20.9	24.3	502,859	86,023	42,290	118,983	20,956	84,905	11,344
SUBURBAN TOTAL	170.1	.0767	22.3	27.7	19.0	12.6	7.6	46.9	263,142	60,423	18,568	22,146	28,838	69,916	2,141

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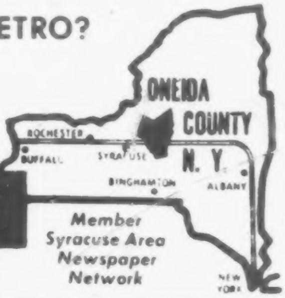

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ROME, N. Y.

Home of Griffiss A.F.B.
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Per Household Income
NOW OVER $17,000

Rome and Area Retail Sales NOW OVER $200 MILLION
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THE WINSTON-SALEM JOURNAL AND SENTINEL Morning/Evening/Sunday
A Media General newspaper represented nationally by Sawyer-Ferguson-Walker Company

N.C. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
GREENSBORO - WINSTON-SALEM - HIGH POINT	**791.1**	**.3571**	**30.6**	**13.4**	**17.6**	**17.9**	**24.4**	**281.5**	**3,224,110**	**644,374**	**256,375**	**405,610**	**195,780**	**709,628**	**120,953**
Davidson	104.7	.0473	31.1	11.6	17.9	18.6	24.4	36.5	302,6.	63,932	21,973	15,527	23,043	70,263	11,613
Forsyth	233.5	.1053	30.6	13.6	17.6	18.2	24.0	84.8	[illegible]	205,259	84,277	140,825	58,297	240,726	42,317
• Winston-Salem	147.4	.0665	30.5	15.3	16.0	17.1	25.7	54.9	362,433	[illegible]	71,350	134,585	46,988	195,607	32,954
Guilford	308.5	.1392	30.0	14.9	17.1	17.7	23.8	108.2	[illegible]	288,393	129,642	232,408	97,204	321,535	53,339
• Greensboro	160.6	.0725	28.8	17.6	17.3	16.9	22.4	56.4	1,031,980	181,713	97,826	182,314	37,124	224,786	34,464
• High Point	63.8	.0288	31.4	12.7	16.6	15.7	28.3	23.2	[illegible]	77,034	26,804	49,292	56,789	87,483	14,175
Randolph	85.4	.0386	31.3	11.7	18.2	17.8	25.5	31.1	225,819	49,383	13,461	13,621	13,208	43,749	8,855
Stokes	31.2	.0141	31.3	11.2	17.7	16.6	26.8	10.7	41,436	12,023	2,838	482	919	10,163	2,113
Yadkin	27.8	.0126	33.5	11.1	16.7	18.0	29.5	10.2	80,289	25,384	4,184	2,747	3,109	23,192	2,716
SUBURBAN TOTAL	419.3	.1893	31.2	11.3	18.1	19.0	24.2	147.0	930,330	228,717	60,395	39,419	54,879	201,752	39,360

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To Sell The Whole "METRO" Market!

- $1,069,011,000 **BUYING POWER**
- 561,009,000 **RETAIL SALES**
- 146,625,000 **FOOD SALES**

Daily Penetration 54%
Total Outside Penetration 18%

Member: CHARLOTTE ADI
Newspaper Network
1980 S&MM Survey of Buying Power

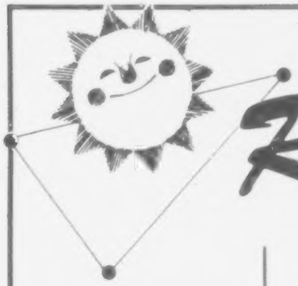
Nationally Marketed by **LANDON ASSOCIATES, INC.**

N.C. (cont.)
ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP
1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
△ **KANNAPOLIS - CONCORD - SALISBURY**	176.0	.0795	33.1	11.8	15.3	17.9	29.2	63.6	569,250	132,447	37,846	55,153	33,887	124,499	21,8
Cabarrus	80.6	.0364	32.6	11.5	15.5	18.0	28.3	29.0	294,071	59,256	17,624	34,080	21,384	76,082	11,2
• Concord	19.5	.0088	34.3	14.0	12.9	16.8	32.3	7.3	146,671	33,054	9,093	9,239	8,266	41,649	6,9
• Kannapolis	39.9	.0180	33.0	10.7	16.3	17.6	29.0	15.0	131,647	26,453	8,315	18,372	10,225	32,510	4,5
Rowan	95.4	.0431	33.5	12.1	14.9	17.8	30.0	34.6	275,179	73,191	20,222	21,073	12,503	48,417	10,5
• Salisbury	25.3	.0114	35.9	15.9	12.0	16.2	34.8	9.2	207,071	43,820	16,604	19,451	7,863	43,405	8,8
SUBURBAN TOTAL	91.3	.0413	32.4	10.8	16.2	18.7	27.1	32.1	83,861	29,120	3,834	8,091	7,533	6,935	1,53
RALEIGH - DURHAM	508.8	.2296	27.9	19.0	18.2	15.9	21.3	180.4	2,041,405	444,980	183,237	308,605	95,386	393,552	49,12
Durham	149.7	.0676	29.0	18.3	16.8	15.5	24.4	53.7	581,266	129,254	44,670	99,846	27,864	114,317	16,47
• Durham	108.0	.0487	29.1	20.3	15.6	14.4	26.4	39.8	509,995	115,470	41,143	93,763	23,140	86,731	15,5
Orange	72.1	.0325	24.9	27.9	19.0	12.9	17.7	24.1	202,524	50,403	24,480	17,457	10,940	19,671	6,95
Wake	287.0	.1295	28.3	17.1	18.8	16.8	20.6	102.6	1,257,615	265,323	114,087	191,302	56,582	259,564	25,70
• Raleigh	156.3	.0705	28.1	20.9	17.7	16.2	21.6	56.7	791,899	126,224	72,340	125,946	32,739	181,533	15,6
SUBURBAN TOTAL	244.5	.1104	27.5	17.2	19.9	16.3	18.7	83.9	739,511	203,286	69,754	88,896	39,507	125,288	17,91
WILMINGTON	133.8	.0604	30.0	12.6	16.2	16.4	25.5	50.4	516,918	127,706	44,558	75,130	24,664	92,986	16,35
Brunswick	34.3	.0155	29.2	11.5	15.1	15.4	25.7	11.8	75,458	32,265	5,506	5,534	1,867	6,948	2,644
New Hanover	99.5	.0449	30.2	13.0	16.5	16.8	25.3	38.6	441,460	95,441	39,052	69,596	22,797	86,038	13,71
• Wilmington	55.5	.0250	31.5	13.4	14.3	15.2	29.7	22.6	311,514	52,283	26,354	43,584	18,218	69,640	12,94
SUBURBAN TOTAL	78.3	.0354	29.1	12.0	17.5	17.3	22.4	27.8	205,404	75,423	18,204	31,546	6,446	23,346	3,41
OTHER COUNTIES															
Alexander	22.4	.0101	30.1	12.2	18.5	16.9	24.0	7.7	45,241	11,880	3,789	1,640	1,004	7,200	2,190
Alleghany	9.0	.0041	34.6	10.3	15.2	16.3	33.1	3.6	25,073	7,839	1,477	734	82	3,734	929
Anson	23.2	.0105	31.5	11.0	12.6	15.0	30.6	7.7	48,734	16,331	3,221	2,317	2,918	10,449	2,063
Ashe	20.6	.0093	33.6	10.4	15.8	16.1	31.6	7.5	70,431	15,127	2,132	4,964	4,189	19,571	2,001
Avery	13.6	.0061	30.1	15.6	16.0	14.8	27.4	4.5	36,241	8,540	2,142	441	883	7,844	771
Beaufort	40.2	.0181	32.0	10.4	14.1	15.4	30.3	14.0	168,194	41,492	6,917	12,265	7,560	45,287	4,569
Bertie	21.7	.0098	32.1	9.6	11.9	15.9	30.7	7.0	37,307	11,947	1,078	1,104	981	12,658	985
Bladen	30.1	.0136	30.0	11.4	13.7	15.6	27.5	9.7	61,685	18,107	2,230	4,237	2,355	15,655	2,430
Burke	64.6	.0291	30.7	12.1	18.2	17.4	24.7	21.4	165,685	44,965	10,066	11,887	9,993	26,524	7,648
Caldwell	61.4	.0277	29.4	12.4	18.3	17.5	22.5	20.6	206,161	51,040	10,052	15,970	11,348	63,771	5,003
Camden	5.6	.0025	32.5	10.2	14.6	15.9	30.4	2.0	5,052	1,126	16	56	55	124	
Carteret	38.0	.0172	30.5	12.3	15.5	16.8	26.2	13.6	142,966	42,399	16,856	13,183	8,065	17,119	4,859
Caswell	19.3	.0087	29.7	12.9	16.1	15.8	25.7	6.3	22,676	6,870	348	2,697	409	6,064	954
Catawba	103.2	.0466	30.2	12.6	18.1	18.0	23.4	35.9	475,518	93,915	36,410	62,116	24,217	100,135	11,422



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Raleigh-Durham

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UNEMPLOYMENT

RALEIGH/DURHAM 3.9%
NORTH CAROLINA 5.6%
UNITED STATES 6.6%

March '80 Employment Security Commission

POPULATION '80 VS. '70

RALEIGH/DURHAM 21.6% GAIN
NORTH CAROLINA 11.8% GAIN
UNITED STATES 8.7% GAIN

Estimated 1/1/80 Consumer Market Data, Standard Rate & Data Service

RANKINGS

76TH METRO
50TH NEWSPAPER MARKET
39TH ADI

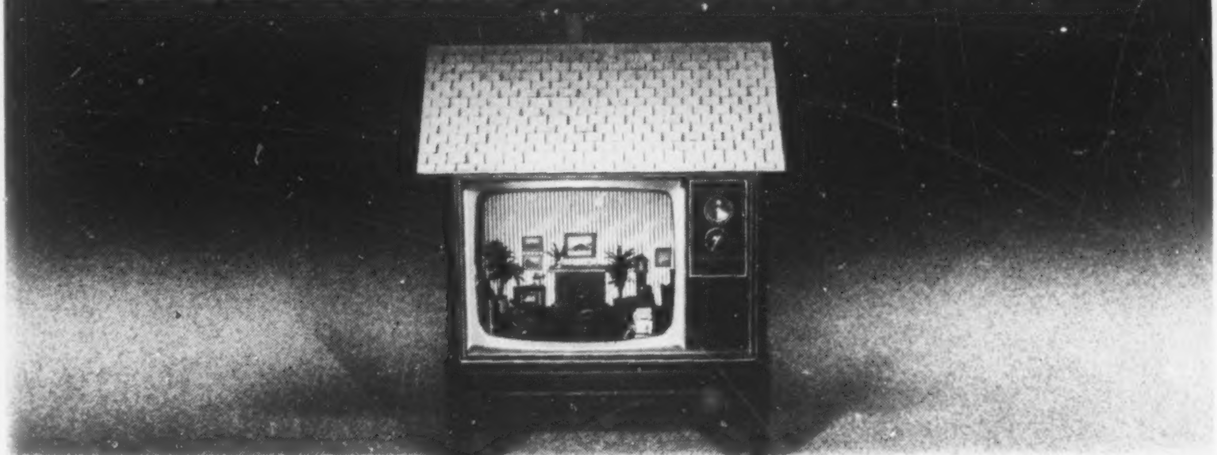
Source: Circulation 79/80
All rankings are based on population

The News and Observer • THE RALEIGH TIMES
Durham Morning Herald • The DURHAM SUN

With one rate/one bill via Branham
NEWSPAPER SALES

C. (cont.)
ESTIMATES

ETRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
Chatham	30.9	.0139	31.5	12.8	16.3	17.0	27.2	10.8	69,385	16,540	3,470	3,283	3,895	19,338	2,242
Cherokee	17.5	.0079	33.2	10.7	15.2	16.0	31.2	6.2	55,369	18,114	1,797	6,655	2,254	7,549	2,494
Chowan	12.4	.0056	31.6	11.0	12.8	15.2	29.4	4.1	33,962	11,098	909	2,768	1,429	6,094	2,110
Clay	5.9	.0027	35.7	9.8	13.1	15.5	35.3	2.2	16,923	3,494	570	190	468	5,117	1,525
Cleveland	80.4	.0362	30.1	12.7	16.6	16.6	25.2	26.9	249,912	59,445	17,519	32,635	11,796	50,207	10,546
Columbus	52.5	.0237	29.6	11.4	14.9	16.3	25.7	17.3	160,525	31,726	6,951	19,839	5,541	40,176	5,248
Craven	67.9	.0307	24.3	19.3	15.5	14.4	18.1	21.7	233,047	50,128	14,533	27,716	14,703	52,995	5,218
☐ Currituck	10.3	.0047	34.1	9.2	12.8	15.4	33.4	3.9	17,786	5,466	920	1,421	405	368	35
Dare	10.5	.0047	34.8	11.0	14.0	14.9	34.8	4.0	82,545	26,671	15,009	3,594	5,118	4,659	923
Davie	23.1	.0104	32.2	10.7	16.6	17.9	27.5	8.2	55,050	11,139	2,899	1,971	6,863	10,436	1,891
Duplin	40.6	.0183	31.0	11.1	14.6	16.6	27.7	13.6	111,092	32,979	4,405	6,149	3,816	22,577	3,168
Edgecombe	55.8	.0252	29.5	11.0	14.4	16.1	25.9	17.8	160,248	40,451	6,189	18,020	23,397	34,733	3,256
Franklin	28.6	.0130	32.0	12.8	14.0	15.8	30.0	9.2	56,830	18,423	2,011	3,344	1,272	10,658	2,220
Gates	8.1	.0037	33.8	9.8	12.8	16.4	32.0	2.8	9,868	3,027	270	1,748		3,185	
Graham	6.9	.0031	32.1	10.8	16.2	16.5	28.8	2.3	16,862	6,618	459	818	356	304	1,042
Granville	33.5	.0151	31.0	12.0	15.7	16.9	26.8	9.8	57,889	17,507	2,360	4,699	2,055	11,577	5,080
Greene	14.6	.0066	28.6	12.0	14.2	16.4	24.5	4.5	16,004	5,134	1,015	1,399	1,053	2,685	171
Halifax	56.4	.0255	30.4	10.7	13.5	16.6	27.1	17.7	167,974	45,473	12,[illegible]69	16,103	10,532	25,689	5,673
Harnett	56.2	.0253	28.5	15.5	14.7	15.7	24.7	19.0	136,811	38,851	9,079	10,438	6,415	26,410	4,712
Haywood	45.8	.0207	33.7	10.9	16.7	18.0	29.8	16.4	158,622	40,066	9,353	11,517	4,524	32,608	6,427
Henderson	53.4	.0241	34.5	9.7	16.0	16.1	33.0	20.4	222,025	56,872	10,010	17,695	7,504	49,566	9,029
Hertford	24.2	.0109	30.6	11.0	13.7	16.2	27.8	7.5	86,073	22,328	5,339	9,468	5,373	13,542	4,819
Hoke	19.0	.0086	25.0	12.2	14.8	14.4	20.9	5.2	28,537	11,185	424	2,163	1,444	5,841	1,099
Hyde	5.7	.0026	34.0	9.3	13.0	13.9	34.7	1.9	8,074	2,537	2,038	1,253	508	75	24
Iredell	81.4	.0367	31.7	11.5	16.2	17.5	27.2	28.4	263,911	62,593	16,000	18,965	23,344	61,976	11,190
Jackson	25.6	.0115	27.5	24.0	15.0	13.3	25.5	8.0	54,530	14,352	2,688	1,521	2,107	15,039	1,885
Johnston	66.4	.0300	31.1	11.9	16.0	16.6	27.2	23.8	191,697	49,076	10,782	8,679	13,186	35,958	7,314
Jones	9.7	.0044	30.2	11.2	13.5	15.7	27.8	3.2	11,387	3,825	561	824	51	3,061	503
Lee	35.2	.0159	30.0	11.3	16.7	17.1	24.6	12.0	149,077	36,407	7,754	12,394	6,521	34,908	5,961
Lenoir	60.3	.0272	29.8	11.4	15.6	17.3	24.5	19.9	238,010	52,045	10,068	26,514	15,001	57,775	8,615
Lincoln	39.6	.0179	30.9	11.5	17.0	17.6	25.3	13.9	114,930	35,030	6,633	8,693	6,766	22,541	3,662
McDowell	34.7	.0156	31.7	10.9	16.3	17.6	27.1	12.2	98,139	25,496	5,298	6,137	3,008	19,159	4,053
Macon	19.7	.0089	36.8	9.9	14.2	15.4	36.6	7.4	67,837	16,109	2,776	5,495	2,022	8,037	3,083
Martin	25.7	.0116	30.3	11.1	14.0	16.4	26.9	8.2	68,618	16,176	6,709	8,636	2,536	13,882	1,562
Mitchell	13.7	.0062	35.3	9.9	14.9	17.1	33.3	4.8	50,511	13,454	3,261	5,295	1,869	12,590	1,662



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Raleigh-Durham, North Carolina • 919/828-2511

*Television/Radio Age March 1980

N.C. (cont.)
[redacted] ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROU
1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Dru ($00
Montgomery	19.7	.0089	31.3	11.6	14.8	16.2	28.3	6.8	48,839	18,798	2,596	2,680	446	8,764	2,0[illegible]8
Moore	44.4	.0200	31.7	11.0	14.0	15.9	29.4	15.1	158,538	44,731	10,953	7,107	8,077	27,397	4,7[illegible]
Nash	69.9	.0316	30.1	12.3	14.5	16.6	26.3	23.4	262,803	57,172	27,040	38,322	12,111	43,643	6,5[illegible]
Northampton	23.8	.0107	29.5	14.0	12.5	15.3	27.8	7.0	27,532	8,663	1,375	593	294	3,759	1,3[illegible]
Onslow	121.7	.0550	22.1	33.0	16.7	11.4	8.1	30.7	279,353	44,781	25,757	31,871	22,767	83,422	5,7[illegible]
Pamlico	10.2	.0046	33.5	10.3	12.9	16.7	31.4	3.9	16,071	4,943	802	1,939	254	2,911	2[illegible]
Pasquotank	29.8	.0134	30.0	15.0	14.0	15.6	27.4	10.1	134,375	32,278	7,103	14,579	6,672	28,761	3,8[illegible]
Pender	22.3	.0101	31.1	11.1	13.5	15.9	28.8	7.5	34,357	13,245	3,140	1,178	224	7,079	1,2[illegible]
Perquimans	8.8	.0040	35.0	9.1	12.8	15.1	34.9	2.8	20,525	4,175	937	869	558	5,678	4[illegible]
Person	27.7	.0125	30.9	11.2	15.1	16.8	27.0	9.1	77,312	20,341	4,838	7,214	2,754	17,599	3,2[illegible]
Pitt	81.8	.0369	26.0	20.3	14.3	15.1	22.0	26.3	323,834	68,365	24,369	38,949	15,503	70,099	11,5[illegible]
Polk	12.5	.0056	38.6	9.4	13.5	15.0	38.6	4.8	30,212	8,793	2,323	3,574	945	5,005	1,3[illegible]
Richmond	43.2	.0195	30.5	11.3	14.3	16.4	27.2	14.7	143,069	33,060	9,730	14,220	11,881	23,622	5,70[illegible]
Robeson	95.0	.0428	25.3	12.8	14.0	14.5	21.8	28.1	276,589	68,230	12,267	25,748	17,410	53,179	9,91[illegible]
Rockingham	77.7	.0351	32.1	10.9	15.8	17.3	28.1	27.3	248,015	71,495	14,143	17,643	21,981	45,642	12,857
Rutherford	51.5	.0232	33.0	10.7	15.2	16.9	30.2	18.6	157,531	35,905	7,506	14,481	10,427	44,994	7,635
Sampson	49.3	.0223	31.1	11.4	14.2	16.3	28.2	16.2	120,677	30,624	5,182	10,525	6,695	23,264	5,60[illegible]
Scotland	31.5	.0142	26.1	14.3	14.2	14.6	22.7	9.7	94,751	30,905	4,265	7,797	3,896	24,617	3,406
Stanly	45.9	.0207	32.6	12.5	15.7	17.4	28.8	16.7	149,408	31,850	9,137	9,281	6,556	35,794	6,314
Surry	56.8	.0256	32.3	11.1	16.8	17.3	28.1	20.5	245,580	49,121	11,800	21,704	11,234	63,836	9,439
Swain	10.4	.0047	31.5	10.8	13.8	15.1	30.0	3.8	41,120	12,628	4,733	1,933	1,765	3,242	1,348
Transylvania	21.7	.0098	30.3	13.2	18.2	16.8	24.7	7.3	64,693	21,279	3,249	5,411	3,527	8,658	3,254
Tyrrell	4.0	.0018	35.5	9.1	10.8	14.9	35.6	1.4	9,235	2,689	934	327	327	2,150	167
Vance	34.9	.0157	30.5	11.7	14.4	16.5	27.1	11.6	129,658	41,677	5,650	11,403	7,135	23,294	5,081
Warren	18.1	.0082	33.6	9.9	10.5	15.2	33.4	5.8	19,975	6,971	362	1,153	1,871	1,027	719
Washington	14.9	.0067	29.0	11.6	14.7	16.1	25.1	4.5	48,924	15,143	2,233	4,060	2,423	10,770	1,020
Watauga	29.4	.0133	24.8	29.2	13.7	13.1	22.4	9.2	105,319	20,890	10,996	6,281	4,800	18,402	4,119
Wayne	94.6	.0427	27.5	13.5	16.8	16.7	20.7	29.9	334,067	61,956	17,635	55,352	17,548	73,518	7,104
Wilkes	57.1	.0258	30.8	11.9	17.5	16.9	25.8	19.7	172,077	40,608	12,141	13,926	6,031	29,462	7,746
Wilson	62.4	.0281	29.7	13.3	14.9	16.9	25.2	20.4	234,372	55,324	17,928	27,269	12,707	45,205	5,663
Yancey	14.4	.0065	34.0	10.8	14.7	16.2	32.3	5.2	32,850	11,454	933	2,272	824	6,128	1,820
TOTAL METRO COUNTIES	**2,750.1**	**1.2412**	**29.4**	**14.9**	**17.4**	**17.1**	**23.2**	**963.1**	**10,785,031**	**2,296,225**	**860,916**	**1,503,469**	**572,723**	**2,303,877**	**357,366**
TOTAL STATE	**5,670.3**	**2.5590**	**29.5**	**14.1**	**16.4**	**16.6**	**24.5**	**1,934.1**	**19,839,930**	**4,530,267**	**1,421,615**	**2,343,359**	**1,063,152**	**4,201,880**	**673,002**

Observer
News

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It Takes 3 Papers To Effectively Cover The Carolinas' #1 SMSA.

A large share of the Carolinas' #1 SMSA, Greensboro/Winston-Salem/High Point, live in North Carolina's 6th largest city, High Point, and in the growing city of Thomasville. The Greensboro Daily News-Record and the Winston-Salem Journal-Sentinel don't successfully reach this important market with a total city zone household coverage of only 17.1%.

BUT, another newspaper does. The High Point Enterprise/Times, with a daily circulation of 38,471, reaches 85.2% of this important market.

So the next time your media buy includes the Greensboro/Winston-Salem/High Point SMSA, don't forget the High Point Enterprise/Times. WE WANT TO WORK FOR YOU!

Source ABC Re- [illegible] 3/31/79 9/30/79

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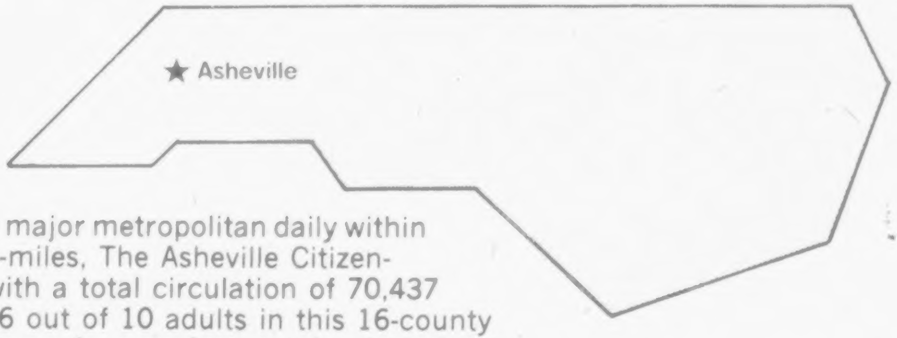
REPRESENTED NATIONALLY BY LANDON ASSOCIATES

N.C. **S&MM** ESTIMATES — $$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ASHEVILLE	**1,161,736**	**15,194**	**6.5**	**17.7**	**28.5**	**22.2**	**.0746**
Buncombe	1,092,526	15,800	6.2	17.7	29.2	23.5	.0699
• Asheville	460,889	15,061	6.6	16.1	25.8	24.4	.0341
Madison	69,210	9,265	9.5	17.2	20.4	9.1	.0047
SUBURBAN TOTAL	700,847	15,269	6.4	18.7	30.1	20.8	.0405
BURLINGTON	**649,596**	**16,883**	**6.6**	**17.0**	**35.8**	**21.3**	**.0417**
Alamance	649,596	16,883	6.6	17.0	35.8	21.3	.0417
• Burlington	301,618	18,257	5.6	15.6	34.7	26.8	.0215
SUBURBAN TOTAL	347,978	15,977	7.3	17.9	35.6	17.5	.0202
CHARLOTTE - GASTONIA	**4,744,692**	**19,668**	**5.0**	**14.3**	**30.0**	**34.3**	**.2901**
Gaston	1,069,011	17,911	5.7	16.1	34.6	25.6	.0662
• Gastonia	386,449	18,069	5.4	16.0	30.0	29.3	.0293
Mecklenburg	3,292,471	21,353	4.5	13.0	27.8	40.0	.1998
• Charlotte	2,642,321	20,205	5.1	13.9	27.3	37.4	.1544
Union	383,210	16,046	5.9	17.8	33.2	20.7	.0241
SUBURBAN TOTAL	1,715,922	19,412	4.8	14.3	33.8	31.3	.1064
FAYETTEVILLE	**1,422,553**	**14,382**	**7.5**	**22.1**	**29.9**	**17.5**	**.0913**
Cumberland	1,422,553	14,382	7.5	22.1	29.9	17.5	.0913
• Fayetteville	453,535	14,534	7.1	19.0	24.7	23.7	.0370
SUBURBAN TOTAL	969,018	14,323	7.7	23.8	32.6	14.2	.0543
GREENSBORO - WINSTON-SALEM - HIGH POINT	**5,853,043**	**18,459**	**5.2**	**14.8**	**32.1**	**29.2**	**.3615**

THE ASHEVILLE CITIZEN-TIMES covers all 16 counties of western North Carolina All by itself.



The only major metropolitan daily within 100-plus-miles, The Asheville Citizen-Times, with a total circulation of 70,437 delivers 6 out of 10 adults in this 16-county trading area. An area fast-growing in industry, agriculture and tourism with $2,761,335,000 Effective Buying Income. 70% of those earning $20,000 or more read the Asheville Citizen-Times, Citizen, Times. Make it your next buy.

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Sources: 1980 Sales Management Survey of Buying Power: ABC 1979

N.C. (cont.)

[illegible]ESTIMATES

SS EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Davidson	700,281	17,857	5.8	16.3	36.1	24.2	.0414
Forsyth	1,832,355	18,985	4.8	13.8	30.3	32.0	.1133
● Winston Salem	1,180,206	17,482	5.4	14.7	27.4	29.9	.0789
Guilford	2,391,905	19,234	5.1	14.4	30.6	32.4	.1532
● Greensboro	1,343,651	20,294	5.0	14.0	28.4	36.4	.0909
● High Point	470,872	17,335	6.1	15.6	31.5	26.3	.0338
Randolph	560,261	17,300	5.9	16.5	37.7	21.0	.0327
Stokes	188,305	15,777	5.6	17.3	31.4	21.4	.0100
Yadkin	179,936	16,612	5.0	14.7	32.4	23.0	.0109
SUBURBAN TOTAL	2,858,314	18,388	5.1	15.0	35.4	26.6	.1579
△ KANNAPOLIS - CONCORD - SALISBURY	**1,122,461**	**16,163**	**6.3**	**17.7**	**34.7**	**19.7**	**.0697**
Cabarrus	460,662	14,765	7.6	20.1	36.0	13.1	.0314
● Concord	125,735	14,029	8.2	17.7	28.6	18.2	.0106
● Kannapolis	228,776	14,635	8.4	21.8	37.5	10.9	.0151
Rowan	661,999	17,583	5.2	15.7	33.5	25.3	.0383
● Salisbury	200,086	16,738	5.7	15.2	25.4	29.7	.0155
SUBURBAN TOTAL	568,064	17,244	5.1	16.6	37.2	21.3	.0285
RALEIGH - DURHAM	**3,871,487**	**18,249**	**5.7**	**15.4**	**29.1**	**30.8**	**.2345**
Durham	1,114,792	17,542	6.0	15.6	29.0	28.8	.0677
● Durham	799,562	16,132	6.6	16.4	28.2	25.3	.0517
Orange	555,048	17,767	5.8	15.5	28.1	30.6	.0304
Wake	2,201,647	18,745	5.6	15.3	29.2	32.0	.1364
● Raleigh	1,316,661	19,583	5.3	14.8	27.1	35.9	.0816
SUBURBAN TOTAL	1,755,264	18,458	5.6	15.4	30.8	30.1	.1012
WILMINGTON	**916,980**	**15,426**	**6.6**	**16.9**	**28.1**	**23.2**	**.0579**
Brunswick	193,386	13,658	6.9	17.8	26.3	19.4	.0116
New Hanover	723,594	15,989	6.5	16.6	28.7	24.3	.0463
● Wilmington	383,488	13,497	7.5	17.9	25.1	19.7	.0274
SUBURBAN TOTAL	533,492	17,147	5.8	16.1	30.7	25.9	.0305
OTHER COUNTIES							
Alexander	128,590	15,818	6.9	19.1	36.6	16.6	.0076
Alleghany	48,800	10,890	9.7	17.5	26.8	9.3	.0031
Anson	104,488	11,730	7.3	18.2	25.8	12.0	.0069
Ashe	98,945	11,251	8.3	19.1	24.9	10.6	.0074
Avery	60,120	11,069	8.6	19.3	23.5	11.8	.0043
Beaufort	212,059	12,623	6.2	16.0	26.0	16.0	.0158
Bertie	98,374	10,883	7.6	18.5	20.9	14.0	.0063
Bladen	144,256	12,436	8.0	15.7	26.0	16.5	.0093
Burke	388,931	16,668	6.7	18.1	37.3	18.8	.0234
Caldwell	384,626	17,546	5.5	18.4	35.0	24.0	.0245
Camden	35,329	16,892	4.8	13.7	32.4	23.2	.0018
Carteret	253,304	15,994	5.9	17.3	28.0	25.6	.0160
Caswell	86,774	12,549	8.6	21.2	31.4	8.7	.0052
Catawba	736,382	18,530	4.9	16.8	34.8	28.4	.0482
Chatham	177,587	14,535	7.5	19.8	30.9	17.3	.0106
Cherokee	82,452	11,116	8.6	20.1	23.5	10.9	.0059
Chowan	70,839	14,646	6.3	17.0	24.5	24.4	.0045
Clay	21,709	7,954	10.7	19.7	13.7	5.6	.0019
Cleveland	501,191	17,285	5.7	16.1	33.0	25.2	.0311
Columbus	248,167	11,677	8.1	17.2	24.6	14.2	.0178
Craven	372,820	13,474	7.6	19.2	27.1	17.4	.0255
☐ Currituck	50,710	11,034	8.0	21.8	21.8	11.0	.0030
Dare	68,139	13,601	6.4	19.3	24.5	19.9	.0058
Davie	154,722	17,311	5.3	14.5	31.6	25.4	.0088
Duplin	217,327	13,141	7.3	16.8	26.3	17.3	.0140

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SS EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buy Pow Inde
Edgecombe	307,078	14,578	6.8	16.1	25.6	23.1	.019
Franklin	148,330	12,131	7.3	16.7	22.8	18.1	.009
Gates	41,594	12,726	7.2	17.8	27.0	14.4	.002
Graham	29,228	11,333	9.1	17.5	27.4	9.7	.002
Granville	151,298	12,504	7.8	20.5	25.3	14.9	.009
Greene	67,239	12,247	7.9	16.5	26.3	14.8	.003
Halifax	271,912	12,382	6.8	17.5	23.3	18.4	.019
Harnett	291,961	13,062	7.9	20.1	28.0	14.7	.0186
Haywood	266,209	14,942	6.4	17.9	32.7	17.2	.0179
Henderson	343,253	14,286	6.3	17.3	27.2	20.2	.0229
Hertford	97,353	11,295	8.6	20.6	25.8	9.4	.008
Hoke	38,514	10,057	9.2	21.0	25.0	4.3	.0044
Hyde	27,552	10,910	10.4	20.9	23.5	9.8	.0016
Iredell	504,293	16,035	6.0	18.4	34.1	19.9	.0318
Jackson	116,567	11,883	7.9	18.2	25.9	12.7	.0078
Johnston	352,716	12,519	7.8	16.7	26.7	15.5	.0234
Jones	46,089	11,811	8.5	18.7	24.6	13.8	.0026
Lee	220,208	16,170	5.8	16.8	32.3	22.1	.0151
Lenoir	353,295	14,299	6.5	15.6	25.4	22.5	.0243
Lincoln	278,091	19,042	4.4	13.9	34.0	29.6	.0161
McDowell	198,971	15,182	6.4	20.1	33.8	16.8	.0126
Macon	98,549	12,093	6.9	19.6	27.9	10.2	.0071
Martin	106,727	11,036	8.1	19.5	23.8	10.7	.0079
Mitchell	70,430	11,890	7.7	19.4	23.8	14.5	.0050
Montgomery	109,835	13,996	7.7	17.3	30.0	16.4	.0068
Moore	256,456	14,082	7.3	17.6	27.3	19.5	.0174
Nash	419,940	15,038	6.4	16.2	25.9	24.2	.0281
Northampton	99,133	10,326	8.7	18.2	20.9	12.3	.0060
Onslow	577,778	12,036	9.8	24.9	25.8	10.1	.0384
Pamlico	61,859	12,690	7.3	16.5	27.2	15.1	.0034
Pasquotank	186,432	15,752	6.5	16.3	29.3	23.1	.0130
Pender	86,108	9,427	11.4	18.9	21.3	6.5	.0059
Perquimans	39,666	11,271	8.4	15.7	24.9	14.0	.0027
Person	139,255	13,609	7.5	19.7	28.8	15.6	.0094
Pitt	464,242	13,588	6.8	15.0	23.0	22.9	.0326
Polk	75,759	13,315	6.8	19.3	27.1	16.4	.0046
Richmond	213,620	12,628	7.2	18.5	27.9	13.7	.0153
Robeson	404,300	11,795	8.2	18.5	24.0	14.6	.0303
Rockingham	521,616	17,498	5.9	16.2	31.2	26.2	.0316
Rutherford	306,359	14,752	6.8	18.7	31.9	17.1	.0194
Sampson	217,800	11,018	8.5	19.0	24.2	10.9	.0153
Scotland	168,534	14,781	7.8	16.2	28.3	21.1	.0112
Stanly	286,156	16,022	7.1	18.2	36.1	17.9	.0182
Surry	335,790	14,614	7.0	19.1	32.0	16.6	.0238
Swain	47,764	10,299	10.4	19.4	23.6	8.3	.0037
Transylvania	132,093	17,176	5.4	16.2	34.4	23.4	.0083
Tyrrell	17,938	9,203	9.8	15.1	20.2	11.0	.0013
Vance	189,406	13,770	7.6	17.4	27.9	17.5	.0135
Warren	78,960	10,253	7.5	17.7	19.1	14.1	.0047
Washington	85,617	16,475	5.5	14.1	28.0	26.4	.0056
Watauga	125,169	10,353	8.9	19.9	21.8	9.8	.0101
Wayne	478,204	13,075	7.7	19.7	26.6	16.1	.0347
Wilkes	301,938	13,490	7.4	21.4	29.5	14.2	.0202
Wilson	334,161	13,715	7.2	17.6	27.3	18.4	.0238
Yancey	56,195	9,597	9.6	23.6	20.7	3.7	.0041
TOTAL METRO COUNTIES	**19,793,458**	**17,689**	**5.7**	**16.0**	**30.7**	**28.0**	**1.2243**
TOTAL STATE	**35,755,229**	**15,741**	**6.4**	**17.0**	**29.5**	**23.0**	**2.2869**

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NORTH DAKOTA

.D. [illegible] ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
ETRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
SMARCK	**79.1**	**.0357**	**28.8**	**12.6**	**16.2**	**16.4**	**23.5**	**26.5**	**414,458**	**71,758**	**33,161**	**55,300**	**18,474**	**93,388**	**14,703**
Burleigh	54.2	0245	28.2	13.8	17.1	16.5	21.9	18.3	312,023	55,090	24,229	54,187	15,147	60,621	12,778
• Bismarck	43.5	0196	28.1	13.7	17.5	16.2	21.8	15.0	308,476	54,690	23,470	54,187	15,147	60,621	12,778
Morton	24.9	0112	30.3	10.0	13.9	16.3	27.2	8.2	102,435	16,668	8,932	1,113	3,327	32,767	1,925
SUBURBAN TOTAL	35.6	0161	29.8	11.3	14.7	16.6	25.6	11.5	105,982	17,068	9,691	1,113	3,327	32,767	1,925
RGO - MOORHEAD	**138.5**	**.0625**	**26.5**	**20.8**	**15.5**	**14.4**	**22.5**	**45.7**	**752,443**	**115,369**	**73,724**	**90,534**	**39,343**	**163,060**	**21,824**
Cass	88.2	0398	27.5	19.1	15.8	14.6	23.6	29.8	576,545	75,635	52,728	86,730	25,662	134,104	14,658
• Fargo	58.9	0266	26.4	22.3	14.7	14.9	22.4	20.4	497,521	60,265	43,648	75,138	24,412	123,144	13,721
Clay, Minn.	*50.3*	*0227*	*24.9*	*23.6*	*15.1*	*14.3*	*20.5*	*15.9*	*175,898*	*39,734*	*20,996*	*3,804*	*13,681*	*28,956*	*7,166*
• Moorhead	*33.4*	*0151*	*23.8*	*31.9*	*14.6*	*12.8*	*16.9*	*10.4*	*138,105*	*34,206*	*17,292*	*3,437*	*12,190*	*23,273*	*5,082*
SUBURBAN TOTAL	46.2	0208	30.1	10.8	17.0	15.1	26.5	14.9	116,817	20,898	12,784	11,959	2,741	16,643	3,021
RAND FORKS	**103.3**	**.0467**	**26.1**	**19.4**	**15.3**	**14.0**	**22.4**	**33.8**	**457,136**	**67,516**	**40,696**	**34,542**	**22,641**	**91,428**	**13,572**
Grand Forks	67.1	0303	24.3	23.8	16.7	13.3	17.5	21.2	332,436	40,602	29,583	29,774	18,075	75,882	6,837
• Grand Forks	45.6	0206	24.0	26.8	15.7	11.8	18.9	14.8	300,350	36,589	26,563	29,315	17,660	60,413	6,290
Polk, Minn.	*36.2*	*0164*	*32.4*	*11.1*	*12.8*	*15.3*	*31.3*	*12.6*	*124,700*	*26,914*	*11,113*	*4,768*	*4,566*	*15,546*	*6,735*
SUBURBAN TOTAL	57.7	0261	28.9	13.5	15.0	15.8	25.1	19.0	156,786	30,921	14,133	5,227	4,981	31,015	7,282
OTHER COUNTIES															
Adams	3.5	0015	34.1	10.0	13.0	15.5	33.3	1.4	12,012	3,035	463	118		3,514	284
Barnes	13.4	0061	32.2	16.0	12.1	13.2	33.[illegible]	4.8	58,117	9,930	5,359	2,562	2,108	13,916	2,046
Benson	8.2	0037	32.2	8.7	12.0	14.3	32.3	2.7	9,209	2,319	1,252	278	30	58	75
Billings	1.1	0005	33.7	7.6	11.0	19.4	29.2	.5	1,155	406	239				
Bottineau	10.1	.0046	34.7	11.7	11.6	14.5	35.2	2.6	30,101	5,113	2,293	1,303	951	5,787	675
Bowman	4.2	0018	31.6	9.0	13.5	16.1	29.2	1.2	21,473	4,318	3,300	180	422	5,359	645
Burke	4.1	.0019	37.1	8.3	12.5	16.4	35.9	1.4	8,387	2,306	1,167	40	67	1,293	102
Cavalier	9.3	0042	34.6	7.2	12.0	15.9	33.6	3.3	25,158	5,480	1,925	457	1,315	3,443	1,466
Dickey	7.8	0035	35.0	9.3	12.5	15.6	34.5	2.7	20,003	5,394	2,083	701	966	4,363	1,16[illegible]
Divide	4.3	0019	36.6	10.3	12.2	14.6	37.0	1.6	11,907	4,932	851	240	165	2,246	32[illegible]
Dunn	4.6	0021	31.5	10.0	12.0	15.9	29.9	1.4	7,989	1,074	704			3,949	401
Eddy	3.6	0016	38.6	6.7	9.9	15.5	38.1	1.3	10,776	1,586	836	87	156	1,805	60
Emmons	6.6	0030	32.4	8.4	12.4	17.4	29.4	2.0	13,930	2,651	1,023	306	140	3,007	511
Foster	4.8	0022	33.2	7.3	12.8	15.9	31.7	1.4	23,662	5,523	981	585	292	7,611	539
Golden Valley	2.3	0010	33.3	9.9	11.4	14.4	33.6	.8	12,724	2,835	504		347	3,441	91
Grant	4.8	0022	33.4	8.9	12.6	17.6	30.4	1.6	10,469	2,856	826	78		2,565	287
Griggs	4.1	0018	39.1	8.5	11.2	15.9	38.5	1.7	6,225	1,563	933	258	25	872	
Hettinger	5.0	0023	34.0	7.9	12.7	16.9	31.8	1.6	10,662	1,489	830	39	77	3,469	416
Kidder	4.1	0018	33.2	8.6	12.6	16.9	30.8	1.2	4,233	948	312		26	397	34
La Moure	7.1	0032	37.7	6.8	11.8	16.9	36.0	2.4	13,883	2,623	1,111	55	309	2,733	258
Logan	3.9	0018	35.1	7.8	12.3	17.8	32.3	1.4	9,000	2,546	942		25	2,371	309
McHenry	8.4	0038	34.7	8.9	12.1	14.9	34.8	2.9	15,851	2,310	1,584	682	25	2,629	917
McIntosh	4.9	.0022	40.3	7.0	11.4	18.5	38.0	1.9	13,179	3,814	987		144	2,618	657
McKenzie	6.0	0027	31.6	9.8	14.5	16.4	28.7	1.8	11,707	2,529	1,606	44	202	1,617	525
McLean	12.9	.0058	34.4	8.0	12.3	16.2	33.1	4.6	24,825	5,695	2,777	1,486	468	3,340	892
Mercer	8.4	.0038	34.1	8.4	14.4	16.7	32.0	3.0	20,178	4,647	1,788	238	417	4,918	1,152
Mountrail	8.5	.0039	33.6	7.9	13.0	16.6	31.5	2.7	25,970	6,219	2,327	462	425	5,267	1,214
Nelson	5.7	.0025	42.5	6.2	11.2	15.9	42.0	2.1	20,483	1,907	2,168	1,082	76	2,996	303
Oliver	2.4	.0011	31.1	10.3	13.7	18.1	26.6	.9	1,768	368	224	72			
Pembina	10.6	0048	35.6	8.2	11.4	16.4	34.3	3.7	40,914	11,248	3,945	651	273	10,128	1,001
Pierce	6.5	0029	34.5	7.9	13.2	15.1	34.3	2.1	30,162	5,561	1,714	1,268	737	10,489	1,283
Ramsey	13.6	.0062	32.6	11.1	13.4	14.8	32.0	4.4	83,334	12,787	4,751	2,185	3,115	16,276	4,536
Ransom	7.3	.0033	38.8	8.0	11.2	15.6	38.4	2.6	20,514	4,898	2,655	166	212	3,349	1,159
Renville	3.4	.0015	34.6	8.1	13.1	15.9	33.6	1.4	7,654	1,157	659		53	1,067	305
Richland	20.1	0091	30.9	17.5	11.0	14.2	31.3	7.7	66,527	9,674	4,297	3,517	4,293	17,208	2,658
Rolette	13.8	0062	23.7	10.4	13.8	13.1	21.2	3.6	31,729	7,049	2,287	1,210	420	4,973	1,058
Sargent	5.8	.0026	33.4	9.4	13.6	14.9	32.9	2.0	9,245	2,723	1,485	49		708	51

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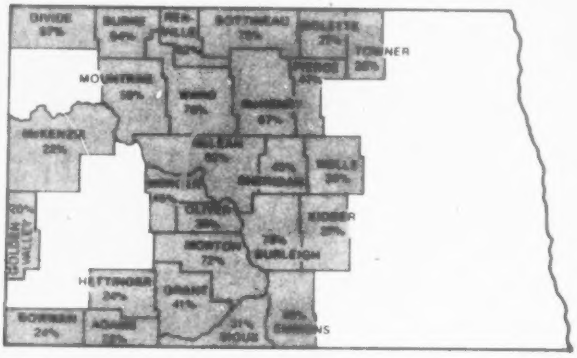
39% OF N. DAKOTA'S EBI



Represented by BRANHAM Newspaper Sales

N.D. (cont.)
S&MM ESTIMATES

POPULATION—12/31/79 | RETAIL SALES BY STORE GRO
1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Dr ($0
Sheridan	3.0	.0014	37.4	7.2	13.0	19.0	34.0	1.0	5,002	875	401		311	828	
Sioux	4.0	.0018	22.9	10.2	15.3	14.7	17.1	.8	2,232	729	552	83	26		
Slope	1.2	.0005	30.1	9.7	12.2	16.9	27.1	.4	266	82	100				
Stark	20.0	.0091	26.4	16.8	14.1	13.8	24.1	5.9	106,085	19,309	7,666	7,002	7,408	22,350	3,
Steele	3.8	.0017	36.5	7.9	13.8	17.3	34.4	1.4	8,401	227	277	1,143		3,316	
Stutsman	24.5	.0110	32.8	11.6	13.7	16.3	30.7	8.3	113,035	19,156	9,265	6,136	3,473	25,960	3,
Towner	4.2	.0019	37.8	7.3	11.0	16.6	36.5	1.4	9,560	1,621	1,119	151	567	1,651	
Traill	9.6	.0044	37.1	13.5	10.6	14.1	38.0	3.4	37,089	7,710	3,283	191	606	9,032	1,
Walsh	16.9	.0076	34.9	8.6	13.1	15.6	34.3	5.6	60,700	11,945	4,556	4,341	1,073	15,544	1,4
Ward	64.0	.0289	25.5	18.3	17.4	14.8	18.7	19.9	314,271	47,266	25,021	35,067	11,025	90,376	8,8
Wells	7.0	.0031	37.2	7.0	12.1	16.5	35.9	2.4	21,109	5,221	2,066	414	1,529	2,533	
Williams	20.3	.0092	30.4	10.9	14.6	16.3	27.0	7.0	101,618	14,650	7,726	8,429	6,258	26,142	3,
TOTAL METRO COUNTIES	**234.4**	**.1058**	**26.7**	**18.3**	**16.1**	**14.9**	**21.8**	**77.5**	**1,323,439**	**187,995**	**115,472**	**171,804**	**62,211**	**303,374**	**36,1**
TOTAL STATE	**668.1**	**.3015**	**29.7**	**13.9**	**14.4**	**15.2**	**27.1**	**221.4**	**2,847,922**	**468,299**	**240,692**	**255,160**	**112,768**	**660,888**	**87,7**

N.D.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1979

% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BISMARCK	**530,990**	**18,057**	**5.6**	**14.8**	**31.5**	**28.3**	**.0373**
Burleigh	387,444	19,059	5.0	14.2	31.9	31.0	.0273
• Bismarck	332,068	20,201	4.6	12.6	31.4	35.0	.0246
Morton	143,546	15,913	7.0	15.9	31.1	22.3	.0100
SUBURBAN TOTAL	198,922	15,369	7.0	17.5	31.7	19.7	.0127
FARGO - MOORHEAD	**1,032,926**	**20,018**	**5.0**	**12.7**	**29.3**	**34.9**	**.0699**
Cass	638,678	18,898	5.4	13.6	30.0	31.5	.0472
• Fargo	469,045	20,423	5.3	12.5	27.3	36.7	.0366
Clay, Minn.	*394,248*	*22,213*	*4.3*	*11.1*	*28.0*	*41.4*	*.0227*
• *Moorhead*	*266,725*	*23,315*	*3.9*	*10.3*	*27.1*	*44.8*	*.0159*
SUBURBAN TOTAL	297,156	17,594	5.5	14.8	33.5	25.6	.0174
GRAND FORKS	**685,042**	**17,036**	**6.1**	**16.3**	**30.7**	**26.4**	**.0459**
Grand Forks	449,087	17,401	6.2	17.2	31.9	27.2	.0312
• Grand Forks	298,956	17,509	6.1	15.0	31.6	27.4	.0235
Polk, Minn.	*235,955*	*16,289*	*6.1*	*14.7*	*28.6*	*25.2*	*.0147*
SUBURBAN TOTAL	386,086	16,670	6.1	17.2	30.1	25.8	.0224
OTHER COUNTIES							
Adams	29,948	17,132	7.0	16.5	25.3	30.5	.0017
Barnes	98,897	16,861	6.0	14.5	25.9	29.4	.0062
Benson	47,370	14,892	8.1	18.6	28.9	20.7	.0025
Billings	5,622	8,857	11.0	22.0	17.0	6.0	.0003
Bottineau	53,463	16,846	6.6	16.2	28.5	27.1	.0036
Bowman	24,151	15,882	5.9	18.8	26.9	26.9	.0018
Burke	23,443	15,154	7.0	18.9	31.6	19.0	.0015
Cavalier	55,081	13,379	9.1	20.2	27.1	17.3	.0035
Dickey	48,500	14,515	6.7	17.5	27.1	21.1	.0028
Divide	26,728	14,086	7.3	23.0	31.1	14.9	.0017
Dunn	22,166	12,774	8.4	22.3	25.6	14.9	.0013
Eddy	19,096	13,105	7.5	21.8	29.9	12.1	.0013
Emmons	45,158	16,160	5.5	17.2	21.1	32.4	.0025
Foster	36,773	19,707	4.9	14.6	25.6	37.2	.0023
Golden Valley	14,038	14,711	6.0	22.8	28.0	20.6	.0010
Grant	27,438	12,433	9.4	18.3	21.1	20.7	.0016
Griggs	35,059	17,453	6.2	14.6	30.1	29.7	.0017

S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1979

% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Hettinger	32,256	16,426	5.8	17.9	27.5	26.7	.0018
Kidder	17,152	10,865	12.1	21.9	22.4	11.0	.0011
La Moure	44,823	13,931	8.4	20.2	23.9	22.1	.0025
Logan	32,099	15,933	7.2	19.2	20.0	33.0	.0016
McHenry	48,247	15,172	7.7	15.4	30.0	20.5	.0028
McIntosh	53,617	17,896	6.4	15.7	18.6	38.0	.0025
McKenzie	40,591	19,289	6.9	[illegible]3.4	24.5	37.0	.0022
McLean	83,176	15,561	6.8	15.6	29.1	22.6	.0046
Mercer	41,634	11,608	9.7	17.9	27.9	10.7	.0028
Mountrail	50,845	15,131	5.9	16.8	28.4	22.0	.0033
Nelson	37,423	15,597	7.0	17.0	32.6	19.5	.0023
Oliver	11,041	10,861	11.4	23.2	23.1	7.2	.0007
Pembina	79,418	18,620	5.9	14.4	30.2	30.8	.0047
Pierce	39,823	16,274	5.6	14.8	29.0	25.0	.0030
Ramsey	83,694	15,438	7.0	16.9	29.1	22.3	.0066
Ransom	61,266	16,758	6.5	16.3	23.6	35.7	.0033
Renville	23,779	15,000	6.8	22.2	32.6	17.4	.0012
Richland	132,623	13,289	8.4	16.8	25.7	19.1	.0082
Rolette	53,010	12,369	8.3	20.2	26.1	13.3	.0039
Sargent	36,640	15,941	5.7	18.8	29.6	24.3	.0020
Sheridan	22,400	16,667	5.7	13.0	21.7	32.4	.0011
Sioux	11,634	12,120	8.4	16.4	22.3	18.9	.0008
Slope	6,999	14,524	8.2	24.5	29.7	17.8	.0004
Stark	120,084	17,091	5.8	15.0	30.1	27.0	.0091
Steele	48,114	28,848	3.3	8.8	19.6	57.9	.0020
Stutsman	159,775	16,308	5.6	15.6	29.1	25.1	.0110
Towner	37,841	20,561	6.0	15.3	24.8	39.3	.0019
Traill	77,130	18,408	6.3	15.7	30.5	32.1	.0045
Walsh	115,515	17,124	6.8	16.4	30.3	27.6	.0071
Ward	379,181	16,080	7.1	20.1	32.7	21.3	.0282
Wells	55,711	19,833	5.3	14.2	27.7	36.4	.0030
Williams	156,255	20,524	5.4	11.3	27.6	37.1	.0102
TOTAL METRO COUNTIES	**1,618,755**	**18,168**	**5.7**	**15.0**	**31.0**	**29.3**	**.1157**
TOTAL STATE	**4,426,484**	**16,724**	**6.5**	**16.3**	**29.3**	**26.3**	**.2934**

OHIO

OHIO
S&MM ESTIMATES

POPULATION—12/31/79 | RETAIL SALES BY STORE GROUP
1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
AKRON	**659.5**	**.2976**	**29.6**	**14.8**	**15.8**	**17.2**	**24.4**	**228.1**	**2,710,591**	**671,692**	**250,727**	**342,973**	**94,909**	**514,288**	**81,742**
Portage	134.3	.0606	25.3	20.9	16.7	15.7	18.1	40.9	391,003	105,047	31,874	19,970	11,320	91,040	9,199
Summit	525.2	.2370	30.8	13.3	15.6	17.5	25.9	187.2	2,319,588	566,645	218,853	323,003	83,589	423,248	72,543
• Akron	241.7	.1091	31.4	14.7	14.8	15.6	29.1	90.8	1,149,081	227,264	114,857	204,895	36,102	225,456	33,769
Cuyahoga Falls	45.6	.0206	30.3	12.5	17.4	17.6	24.1	15.9	159,306	33,167	17,324	7,014	6,268	40,379	6,788
SUBURBAN TOTAL	417.8	.1885	28.7	14.9	16.4	18.1	21.6	137.3	1,561,510	444,428	135,870	138,078	58,807	288,832	47,973

As of March 31, 1980 The Plain Dealer's record-breaking circulation lead over the afternoon paper is:

91,799

Up by 12,034 from our lead of 79,765 at this time last year.

WHEN THE NEWS BREAKS WE PUT IT TOGETHER

in an authoritative, responsible newspaper that more and more people read and need every day.

WHEN THE NEWS BREAKS

The Plain Dealer

WE PUT IT TOGETHER

Source: ABC Fas Fax, March 31, 1980. Subject to final audit.

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OHIO (cont.)

ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Dru ($00
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
CANTON	**407.8**	**.1840**	**31.0**	**12.3**	**15.7**	**17.2**	**26.6**	**142.0**	**1,727,226**	**414,712**	**145,650**	**237,723**	**67,570**	**373,383**	**49,[illegible]**
Carroll	26.9	.0121	30.3	11.3	15.1	16.0	26.9	9.0	80,539	17,309	5,263	6,289	1,454	31,424	[illegible]
Stark	380.9	.1719	31.1	12.4	15.8	17.3	26.5	133.0	1,646,687	397,403	140,387	231,434	66,116	341,959	48,[illegible]
• Canton	100.6	.0454	32.5	13.[illegible]	14.2	15.5	30.9	38.0	531,033	134,198	36,002	61,166	18,073	111,614	14,[illegible]
SUBURBAN TOTAL	307.2	.1386	30.6	11.9	16.1	17.8	25.1	104.0	1,196,193	280,514	109,648	176,557	49,497	261,769	35,[illegible]
CINCINNATI	**1,385.8**	**.6254**	**30.0**	**12.8**	**16.3**	**16.7**	**25.2**	**485.1**	**5,720,704**	**1,323,310**	**571,284**	**912,083**	**248,262**	**1,029,335**	**179,[illegible]**
Clermont	122.4	.0552	27.9	11.1	17.0	17.9	20.0	39.0	381,703	101,853	24,995	35,858	8,260	99,974	8,[illegible]
Hamilton	878.1	.3963	30.6	13.3	16.0	16.4	26.6	321.1	3,929,875	879,353	404,286	702,261	186,952	720,892	107,[illegible]
• Cincinnati	392.4	.1771	31.3	15.9	15.3	13.9	30.5	158.1	1,522,378	312,330	208,587	175,177	75,675	284,857	55,[illegible]
Warren	93.3	.0421	27.7	13.5	18.7	18.4	17.8	29.4	299,819	62,734	38,744	39,312	15,594	35,892	11,[illegible]
Dearborn, Ind.	*33.4*	*.0151*	*31.4*	*10.5*	*15.8*	*16.6*	*27.7*	*11.4*	*89,372*	*22,281*	*8,363*	*2,677*	*3,526*	*17,407*	*7,[illegible]*
Boone, Ky.	*41.9*	*.0189*	*27.9*	*11.5*	*19.5*	*17.7*	*18.4*	*12.7*	*341,783*	*59,731*	*27,018*	*77,503*	*4,417*	*40,081*	*6,[illegible]*
Campbell, Ky.	*84.2*	*.0380*	*30.8*	*11.9*	*15.0*	*16.2*	*27.5*	*27.4*	*240,182*	*68,446*	*26,157*	*19,872*	*8,440*	*44,822*	*11,[illegible]*
Kenton, Ky.	*132.5*	*.0598*	*30.4*	*11.9*	*15.7*	*16.3*	*26.4*	*44.1*	*437,970*	*128,912*	*41,721*	*34,600*	*21,073*	*70,267*	*26,[illegible]*
Covington	*44.3*	*.0200*	*32.2*	*12.6*	*13.7*	*15.1*	*31.1*	*16.4*	*234,251*	*53,768*	*22,245*	*11,589*	*11,871*	*63,811*	*9,[illegible]*
SUBURBAN TOTAL	993.4	.4483	29.6	11.5	16.6	17.9	23.1	327.0	4,198,326	1,010,980	362,697	736,906	172,587	744,478	123,8[illegible]
CINCINNATI - HAMILTON CONSOLIDATED AREA	*1,647.7*	*.7436*	*29.7*	*13.3*	*16.2*	*16.8*	*24.7*	*571.5*	*6,574,852*	*1,566,387*	*646,629*	*1,005,919*	*283,351*	*1,196,243*	*203,987*
CLEVELAND	**1,934.4**	**.8731**	**31.4**	**12.3**	**16.0**	**17.7**	**26.6**	**685.0**	**8,326,267**	**1,860,224**	**719,188**	**1,258,034**	**324,473**	**1,694,063**	**312,190**
Cuyahoga	1,531.3	.6911	32.2	12.7	15.3	17.4	28.3	559.1	6,614,342	1,466,790	601,581	1,017,319	268,787	1,279,300	260,061
• Cleveland	590.2	.2664	31.4	13.5	15.5	15.9	28.5	222.0	1,765,293	425,812	226,818	256,979	73,337	215,179	75,9[illegible]
Cleveland Heights	50.0	.0226	35.7	10.7	14.7	16.0	34.8	18.8	218,761	65,780	11,949	32,037	4,097	35,680	10,61[illegible]
Euclid	61.6	.0278	32.9	14.2	17.1	15.9	30.5	24.1	272,072	39,807	19,310	32,456	13,395	92,669	10,4[illegible]
Garfield Heights	36.0	.0162	33.4	12.3	14.1	18.1	29.6	12.6	114,218	39,451	7,766	17,752	2,307	928	10,36[illegible]
Lakewood	62.1	.0280	34.3	13.1	15.3	15.2	33.7	26.3	237,294	64,568	22,415	1,251	7,698	97,324	9,26[illegible]
Parma	98.2	.0443	32.1	12.0	15.0	19.6	26.0	31.2	472,831	109,646	31,067	76,840	18,606	133,103	13,66[illegible]
Geauga	74.0	.0334	29.0	10.5	17.1	19.0	20.8	22.4	247,728	67,435	13,547	12,298	3,637	63,701	7,683
Lake	214.7	.0969	29.3	11.5	18.5	19.4	20.1	67.8	982,997	210,916	74,487	191,832	40,468	211,583	26,660
Medina	114.4	.0517	28.8	10.8	17.9	18.5	20.4	35.7	481,200	115,083	29,573	36,585	11,581	139,479	17,784
SUBURBAN TOTAL	1,344.2	.6067	31.5	11.8	16.1	18.6	25.7	463.0	6,560,974	1,434,412	492,370	1,001,055	251,136	1,478,884	236,269
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	*2,868.8*	*1.2948*	*30.7*	*13.0*	*15.9*	*17.6*	*25.6*	*1,002.2*	*12,027,973*	*2,769,397*	*1,038,908*	*1,762,057*	*458,930*	*2,419,728*	*426,451*
COLUMBUS	**1,110.2**	**.5009**	**28.3**	**15.7**	**17.8**	**16.4**	**21.7**	**392.0**	**4,683,962**	**951,989**	**450,011**	**711,128**	**204,191**	**1,009,916**	**125,980**
Delaware	54.3	.0245	29.1	14.4	15.9	16.6	24.0	18.5	135,358	32,876	12,956	5,936	1,870	30,718	5,258
Fairfield	91.1	.0411	30.6	10.9	16.3	17.0	25.8	31.0	284,976	76,203	25,536	34,494	11,679	58,624	10,799
Franklin	885.3	.3995	27.9	16.6	18.0	16.3	21.0	317.2	4,043,903	785,613	396,440	661,554	186,501	874,510	102,363
• Columbus	534.3	.2411	27.6	18.6	17.8	14.8	22.0	196.6	2,566,280	451,711	272,978	463,501	127,264	523,078	60,07[illegible]
Madison	33.0	.0149	29.8	11.7	18.0	17.1	23.5	10.4	93,614	26,969	6,842	1,200	1,254	19,197	3,530
Pickaway	46.5	.0209	28.9	12.9	19.0	16.5	22.0	14.9	126,111	30,328	8,237	7,944	2,887	26,867	4,030
SUBURBAN TOTAL	575.9	.2598	28.9	13.1	17.6	17.9	21.3	195.4	2,117,682	500,278	177,033	247,627	76,927	486,838	65,904
DAYTON	**838.1**	**.3782**	**29.3**	**14.2**	**17.5**	**17.8**	**22.3**	**292.3**	**3,343,851**	**712,964**	**297,792**	**535,366**	**153,866**	**677,195**	**71,945**
Greene	133.9	.0604	27.2	16.5	18.0	19.0	16.9	40.2	420,978	119,904	29,160	35,445	13,135	101,454	8,094
Miami	88.4	.0399	30.4	11.5	17.4	17.1	24.9	31.6	320,396	75,806	26,520	34,234	13,971	88,031	8,962
Montgomery	578.3	.2609	29.6	14.2	17.5	17.6	23.0	207.6	2,495,322	498,575	233,889	465,290	124,467	463,801	52,436
• Dayton	191.0	.0862	30.4	17.0	14.9	15.9	27.2	71.5	631,861	100,650	66,322	100,210	37,066	121,819	16,134
Kettering	71.0	.0320	31.2	11.9	16.4	20.3	23.5	25.7	329,107	78,955	27,689	57,135	22,128	55,916	7,427
Preble	37.5	.0170	30.5	11.5	16.3	16.6	26.0	12.9	107,155	18,679	8,223	397	2,293	23,909	2,453
SUBURBAN TOTAL	647.1	.2920	29.1	13.4	18.2	18.3	20.9	220.8	2,711,990	612,314	231,470	435,156	116,800	555,376	55,811
HAMILTON - MIDDLETOWN	**261.9**	**.1182**	**28.1**	**16.2**	**16.0**	**17.1**	**21.9**	**86.4**	**854,148**	**243,077**	**75,345**	**93,836**	**35,089**	**166,908**	**24,293**
Butler	261.9	.1182	28.1	16.2	16.0	17.1	21.9	86.4	854,148	243,077	75,345	93,836	35,089	166,908	24,293
• Hamilton	67.4	.0304	30.8	12.4	14.9	17.4	26.4	24.3	295,462	76,250	26,654	35,082	15,031	58,175	9,523
• Middletown	49.0	.0221	30.9	13.0	15.4	17.3	26.4	17.7	238,290	69,399	20,728	41,493	8,653	38,749	5,699
SUBURBAN TOTAL	145.5	.0657	26.1	19.0	16.7	16.9	18.3	44.4	320,396	97,428	27,963	17,261	11,405	69,984	9,071
LIMA	**210.4**	**.0950**	**29.9**	**11.8**	**14.8**	**16.1**	**26.3**	**71.1**	**858,643**	**178,002**	**69,549**	**127,752**	**33,143**	**173,113**	**27,263**
Allen	106.8	.0482	29.9	12.4	15.0	16.6	25.8	36.5	531,959	97,450	42,477	116,823	20,445	88,590	16,678
• Lima	49.4	.0223	29.7	12.9	14.9	14.4	27.8	17.8	203,435	46,620	23,682	12,263	9,381	37,994	6,08[illegible]
Auglaize	42.4	.0192	30.2	11.2	14.6	16.1	26.9	14.2	140,883	35,712	13,393	6,440	6,546	31,768	4,238
Putnam	31.3	.0141	27.3	11.0	14.6	14.7	24.1	9.4	86,287	21,151	5,645	1,015	2,889	22,707	2,717
Van Wert	29.9	.0135	31.9	11.0	14.7	15.9	29.6	11.0	99,514	23,689	8,034	3,474	3,263	30,048	3,630
SUBURBAN TOTAL	161.0	.0727	29.9	11.4	14.9	16.6	25.8	53.3	655,208	131,382	45,867	115,489	23,762	135,119	21,175
LORAIN - ELYRIA	**274.9**	**.1241**	**28.2**	**13.0**	**16.7**	**17.2**	**21.5**	**89.1**	**991,115**	**237,481**	**68,993**	**161,050**	**39,548**	**211,377**	**32,519**
Lorain	274.9	.1241	28.2	13.0	16.7	17.2	21.5	89.1	991,115	237,481	68,993	161,050	39,548	211,377	32,519
• Elyria	54.5	.0246	28.4	17.6	18.0	16.0	22.1	18.4	282,763	53,651	17,373	85,377	14,711	40,393	7,660
• Lorain	87.3	.0394	28.8	12.9	16.1	16.6	23.4	29.6	214,688	53,718	19,126	29,201	10,224	45,583	6,948
SUBURBAN TOTAL	133.1	.0601	27.8	12.9	16.7	18.0	20.1	41.1	493,664	130,112	32,494	46,472	14,613	125,401	17,911
MANSFIELD	**130.0**	**.0587**	**29.7**	**12.9**	**17.0**	**17.3**	**23.7**	**44.3**	**593,325**	**117,415**	**42,987**	**93,517**	**21,353**	**132,982**	**12,843**
Richland	130.0	.0587	29.7	12.9	17.0	17.3	23.7	44.3	593,325	117,415	42,987	93,517	21,353	132,982	12,843
• Mansfield	54.5	.0246	30.8	15.2	16.3	15.0	28.2	20.1	377,488	59,273	28,757	46,608	14,847	102,632	8,536
SUBURBAN TOTAL	75.5	.0341	28.9	11.3	17.6	18.9	20.4	24.2	215,837	58,142	14,230	46,909	6,506	30,350	4,307
△ NEWARK	**119.7**	**.0540**	**30.1**	**12.6**	**16.7**	**17.2**	**24.7**	**40.6**	**406,050**	**95,925**	**32,767**	**42,143**	**12,711**	**93,013**	**11,316**
Licking	119.7	.0540	30.1	12.6	16.7	17.2	24.7	40.6	406,050	95,925	32,767	42,143	12,711	93,013	11,316
• Newark	41.3	.0186	32.4	11.5	15.4	16.2	29.7	15.5	200,652	49,942	16,079	16,935	5,722	49,633	7,917
SUBURBAN TOTAL	78.4	.0354	29.1	13.3	17.4	17.7	22.0	25.1	205,398	45,983	16,688	25,208	6,989	43,380	3,399
PARKERSBURG - MARIETTA	**159.0**	**.0717**	**31.0**	**11.9**	**17.2**	**16.6**	**26.5**	**55.0**	**698,039**	**158,620**	**45,323**	**123,477**	**28,715**	**136,795**	**18,425**
Washington	61.1	.0275	30.4	12.9	16.2	16.3	26.2	20.8	241,356	68,467	17,706	24,968	9,538	37,881	8,145
• Marietta	16.2	.0073	31.3	19.4	11.3	15.4	30.5	5.7	140,602	36,158	11,637	20,381	6,024	19,942	5,791
Wirt, W. Va.	*5.1*	*.0023*	*34.0*	*9.4*	*14.8*	*13.9*	*34.7*	*1.7*	*5,792*	*920*	*181*	*421*	*18*	*1,163*	
Wood, W. Va.	*92.8*	*.0419*	*31.2*	*11.4*	*18.0*	*17.0*	*26.2*	*32.5*	*450,891*	*89,233*	*27,436*	*98,088*	*19,159*	*97,751*	*10,280*
• Parkersburg	*41.9*	*.0189*	*33.2*	*12.1*	*16.0*	*16.2*	*30.8*	*15.5*	*312,836*	*73,416*	*18,471*	*45,853*	*10,074*	*86,944*	*8,220*
SUBURBAN TOTAL	100.9	.0455	30.2	10.7	18.7	16.9	24.1	33.8	244,601	49,046	15,215	57,243	12,617	29,909	4,414

O IO (cont.) ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
				% of Population by Age Group											
M RO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SP NGFIELD	**182.5**	**.0824**	**30.1**	**13.1**	**16.6**	**16.4**	**25.4**	**62.8**	**651,636**	**165,066**	**46,678**	**108,484**	**20,903**	**130,235**	**18,442**
Champaign	33.3	.0150	30.9	11.9	15.9	15.9	27.6	11.5	90,848	28,893	7,854	6,722	2,018	19,300	3,002
Clark	149.2	.0674	29.9	13.4	16.8	16.5	24.9	51.3	560,788	136,173	38,824	101,762	18,885	110,935	15,440
• Springfield	71.2	.0321	31.0	15.3	14.3	14.8	29.6	25.8	255,093	57,868	25,750	20,811	13,359	50,155	10,581
SUBURBAN TOTAL	111.3	.0503	29.6	11.7	18.2	17.4	22.8	37.0	396,543	107,198	20,928	87,673	7,544	80,080	7,861
ST BENVILLE - WEIRTON	**161.4**	**.0728**	**32.8**	**11.4**	**14.6**	**18.2**	**28.6**	**56.0**	**549,455**	**143,214**	**39,774**	**87,290**	**23,328**	**91,212**	**18,022**
Jefferson	91.8	.0414	33.1	11.7	14.2	17.5	29.8	32.1	350,131	84,561	22,402	64,759	13,918	54,605	9,633
• Steubenville	30.4	.0137	36.6	13.9	12.1	16.1	35.7	11.7	216,348	35,152	12,097	51,972	11,455	34,240	7,369
Brooke, W. Va.	*30.3*	*.0137*	*32.6*	*11.4*	*15.5*	*19.1*	*27.3*	*10.5*	*68,396*	*17,177*	*7,380*	*1,940*	*4,340*	*18,514*	*3,546*
Hancock, W. Va.	*39.3*	*.0177*	*32.3*	*10.4*	*15.5*	*19.1*	*26.7*	*13.4*	*130,928*	*41,476*	*9,992*	*20,591*	*5,070*	*18,093*	*4,843*
• Weirton	*25.1*	*.0113*	*33.7*	*10.1*	*14.1*	*19.8*	*28.4*	*8.6*	*130,546*	*40,200*	*9,855*	*20,542*	*5,371*	*18,913*	*4,898*
SUBURBAN TOTAL	105.9	.0478	31.8	10.9	15.6	18.4	26.6	35.7	202,561	67,862	17,822	14,776	6,502	38,059	5,755
TO EDO	**784.9**	**.3542**	**29.6**	**13.8**	**15.3**	**16.1**	**25.6**	**280.1**	**3,268,771**	**725,703**	**300,852**	**446,751**	**126,029**	**710,741**	**106,298**
Fulton	37.3	.0168	29.0	11.2	16.0	15.6	24.8	12.3	132,964	30,082	8,602	2,057	7,759	41,081	3,917
Lucas	468.5	.2114	30.7	12.8	15.0	16.1	27.4	175.4	2,153,512	482,996	211,757	341,749	82,119	439,961	76,541
• Toledo	356.6	.1605	31.1	13.4	14.8	15.5	28.6	137.6	1,458,569	332,286	156,294	273,873	57,052	193,827	59,678
Ottawa	39.6	.0179	31.4	10.5	14.9	16.9	27.8	13.5	137,987	36,022	15,240	2,368	2,997	35,346	2,218
Wood	106.8	.0482	25.3	22.6	14.3	14.6	21.6	36.0	424,758	88,062	37,697	62,868	21,413	64,091	11,588
Monroe, Mich.	*132.7*	*.0599*	*28.7*	*11.9*	*17.1*	*17.4*	*21.9*	*42.9*	*419,550*	*88,541*	*27,556*	*37,709*	*11,741*	*130,262*	*12,034*
SUBURBAN TOTAL	429.3	.1937	28.4	14.1	15.8	16.6	23.0	142.5	1,810,202	393,417	144,558	172,878	68,977	516,914	46,620
YOUNGSTOWN - WARREN	**547.1**	**.2469**	**31.4**	**12.4**	**14.7**	**17.9**	**26.8**	**178.0**	**2,144,387**	**488,145**	**166,619**	**362,026**	**90,664**	**409,220**	**69,519**
Mahoning	295.6	.1334	32.3	12.5	13.9	17.8	28.4	98.2	1,130,101	250,891	83,143	194,428	53,390	225,170	34,235
• Youngstown	125.5	.0566	33.5	13.1	12.7	16.1	32.0	43.3	392,731	93,976	35,872	38,515	12,619	93,060	16,135
Trumbull	251.5	.1135	30.4	12.2	15.9	17.9	24.8	79.8	1,014,286	237,254	83,476	167,598	37,274	184,050	35,284
• Warren	62.7	.0283	30.9	12.8	15.8	16.8	26.7	21.4	229,791	42,470	28,609	20,689	13,357	65,479	9,539
SUBURBAN TOTAL	358.9	.1620	30.8	12.0	15.4	18.7	24.9	113.3	1,521,865	351,699	102,138	302,822	64,688	250,681	43,845
OTHER COUNTIES															
Adams	24.9	.0112	32.8	9.9	13.1	14.8	32.3	8.9	73,225	24,528	2,501	3,037	1,411	25,038	1,733
Ashland	46.2	.0209	28.8	15.8	15.0	14.9	25.8	15.2	142,797	40,070	13,336	8,873	5,807	23,289	5,615
Ashtabula	104.8	.0473	31.3	11.2	14.7	16.6	27.9	35.5	315,560	71,798	22,978	47,249	11,663	70,574	7,450
Athens	53.3	.0240	24.0	33.7	12.6	11.3	21.1	15.3	169,860	50,365	13,848	14,589	6,349	38,449	4,036
☐ Belmont	83.3	.0375	35.3	10.7	13.2	16.7	33.7	30.4	267,961	84,464	25,048	29,240	4,694	48,982	6,535
Brown	31.3	.0142	31.3	10.4	14.6	15.4	29.1	10.5	60,493	20,223	7,657	2,114	582	8,081	1,606
Clinton	32.8	.0148	29.6	13.2	15.6	15.7	26.0	11.1	131,950	32,601	7,797	8,647	4,264	38,857	3,081
Columbiana	115.6	.0522	32.0	11.2	14.3	16.9	28.8	40.9	368,679	97,221	21,247	32,074	11,933	89,642	15,381
Coshocton	35.3	.0159	32.7	10.0	15.5	16.9	29.6	12.9	107,608	28,721	6,488	8,856	3,286	23,334	3,611
Crawford	49.4	.0223	30.4	11.7	17.3	16.2	25.9	17.4	173,210	44,246	14,974	9,932	6,712	37,675	6,929
Darke	54.3	.0245	31.0	10.8	15.8	15.6	28.1	18.3	186,043	42,111	11,565	16,866	5,821	46,289	4,582
Defiance	38.1	.0172	27.7	13.4	16.1	15.4	22.9	11.9	172,267	38,696	12,563	21,478	7,462	34,485	4,408
Erie	77.7	.0351	30.1	11.5	16.2	17.5	24.6	25.9	346,825	71,593	33,633	63,562	12,381	59,261	11,637

Cleveland SMSA Effective Buying Income

$16,079,692,000

Take a big bite out of this huge, rich market!

The Cleveland Press sells 49% of ALL daily newspapers in Cuyahoga County and 48.4% of ALL daily newspapers in the four-county Metro area!

The Cleveland Press
a Scripps-Howard newspaper

Represented Nationally by
Story & Kelly-Smith, Inc.

Sources: S&MM Survey of Buying Power 7/28/80
ABC White Audits - 3/31/79

Cleveland's Metropolitan Area Cuyahoga, Lake, Medina & Geauga Counties

OHIO (cont.)
ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROU
1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Dr ($0
Fayette	26.6	.0120	31.7	11.0	15.6	16.4	28.5	9.3	108,294	24,099	7,329	11,683	3,575	14,364	[illegible]
Gallia	30.5	.0138	31.0	12.4	15.0	15.5	28.5	10.1	101,526	25,943	7,720	6,255	6,202	18,745	[illegible]
Guernsey	40.8	.0184	33.3	10.2	14.4	15.4	32.1	14.4	146,331	39,424	15,049	21,316	3,211	21,937	[illegible]
Hancock	63.5	.0287	30.2	12.0	16.4	16.0	26.0	22.4	283,596	54,606	21,533	44,936	14,358	57,992	[illegible]
Hardin	32.8	.0148	28.5	18.0	14.1	14.4	26.5	12.9	85,720	28,809	7,774	1,326	3,465	17,055	[illegible]
Harrison	18.2	.0082	34.4	9.8	13.1	16.5	32.7	6.4	38,312	12,903	2,613	864	953	8,579	[illegible]
Henry	30.9	.0139	30.5	10.4	15.6	15.7	27.2	10.1	80,189	21,058	5,465	1,573	2,683	18,929	[illegible]
Highland	31.8	.0144	33.1	10.3	14.0	15.4	31.9	11.6	106,950	33,963	6,691	3,672	2,783	25,463	[illegible]
Hocking	22.1	.0100	31.4	10.7	15.6	16.0	28.3	7.8	74,415	15,621	7,518	5,549	1,395	17,361	[illegible]
Holmes	25.6	.0115	25.4	11.3	15.0	14.3	21.3	7.3	70,029	13,615	4,916	1,154	2,153	15,725	[illegible]
Huron	52.5	.0237	29.0	11.4	15.6	15.8	25.0	17.2	212,178	57,114	15,227	11,513	10,468	55,180	6,759
Jackson	30.3	.0137	32.0	10.6	13.2	16.1	30.0	10.6	86,251	28,779	4,423	9,617	2,479	17,404	[illegible]
Knox	44.5	.0201	30.9	14.5	15.2	16.0	27.8	15.4	128,061	33,009	12,213	17,562	4,150	24,043	[illegible]
☐ Lawrence	63.6	.0287	30.7	11.1	16.3	17.2	25.7	22.1	196,884	49,827	9,824	22,355	14,322	41,344	[illegible]
Logan	37.5	.0169	32.1	10.5	13.7	15.5	30.5	13.7	136,796	35,254	13,219	11,420	5,017	31,361	[illegible]
Marion	66.7	.0301	29.9	12.3	17.3	16.8	24.4	22.7	273,841	58,533	20,406	51,733	9,891	56,475	8,129
Meigs	22.0	.0099	33.3	9.9	14.0	15.9	31.7	8.0	64,835	22,463	4,090	3,949	5,533	9,946	2,615
Mercer	39.7	.0179	28.8	10.9	13.8	15.6	25.9	12.2	125,733	29,780	10,678	10,370	4,519	28,337	2,296
Monroe	16.5	.0075	32.7	9.9	15.8	15.8	30.6	5.5	43,387	16,245	1,539	1,946	437	13,546	676
Morgan	13.0	.0059	33.2	10.2	14.0	15.0	32.5	4.5	23,878	6,223	1,162	893	957	4,230	475
Morrow	26.2	.0118	29.6	11.0	16.3	16.0	25.2	8.5	53,746	14,841	3,085	1,468	1,057	13,251	2,229
Muskingum	82.5	.0373	31.1	12.5	14.3	15.9	28.5	29.1	301,474	71,976	21,393	39,103	9,968	55,962	8,992
Noble	11.4	.0051	33.7	9.4	13.3	15.3	32.9	4.1	30,930	8,270	1,314	130	800	11,413	653
Paulding	20.4	.0092	28.5	11.5	16.5	15.2	24.1	6.7	44,082	12,209	3,770	1,070	3,874	7,733	792
Perry	30.3	.0137	31.4	11.0	13.5	15.2	30.0	10.2	59,857	19,347	4,187	1,159	1,717	14,581	772
Pike	22.1	.0100	30.6	10.4	15.0	15.5	27.9	7.4	63,063	18,490	4,343	793	1,548	11,659	2,901
Ross	63.8	.0287	31.8	10.8	16.6	17.4	27.2	21.2	230,585	57,212	21,568	44,851	6,999	39,997	7,491
Sandusky	63.6	.0287	29.5	11.3	15.1	16.2	25.6	21.0	217,449	51,925	19,502	14,416	9,539	51,870	7,192
Scioto	83.4	.0377	32.2	10.6	13.8	15.8	30.4	30.0	296,546	79,023	22,843	42,328	14,162	54,257	10,842
Seneca	59.2	.0267	28.6	13.2	14.7	15.5	25.1	19.3	176,463	45,244	13,866	14,315	7,772	25,522	6,460
Shelby	40.8	.0184	28.6	11.8	15.8	15.4	24.4	13.3	125,518	29,115	10,932	11,865	4,954	32,612	3,418
Tuscarawas	81.1	.0366	32.1	10.9	15.2	16.5	29.1	28.4	306,269	71,846	27,538	37,214	16,061	60,789	7,928
Union	29.3	.0133	30.6	10.9	16.3	16.3	26.5	10.2	73,205	19,448	5,817	3,527	1,811	21,174	2,413
Vinton	11.3	.0051	31.6	10.9	13.6	14.5	30.9	3.6	16,545	3,653	1,607	331	416	4,921	579
Wayne	97.5	.0440	28.4	13.9	16.5	15.7	23.3	31.0	337,598	79,621	22,157	33,779	12,725	33,369	8,340
Williams	35.1	.0159	30.6	10.6	16.4	15.3	27.4	12.3	121,100	29,268	10,865	9,489	4,223	20,587	2,667
Wyandot	22.1	.0100	30.7	10.7	14.6	16.0	27.8	7.5	65,594	15,926	5,277	1,666	4,623	12,739	1,805
TOTAL METRO COUNTIES	**8,722.3**	**3.9361**	**30.1**	**13.5**	**16.2**	**17.1**	**24.9**	**3,043.8**	**35,808,151**	**8,105,113**	**3,182,607**	**5,401,827**	**1,465,986**	**7,205,742**	**1,088,882**
TOTAL STATE	**10,811.6**	**4.8793**	**30.1**	**13.2**	**15.9**	**16.9**	**25.3**	**3,753.5**	**42,767,014**	**9,852,141**	**3,720,823**	**6,113,939**	**1,730,135**	**8,679,824**	**1,308,746**

The #1 way to plug into Akron's $5.1 billion market

Compared to any other major market newspaper, The Akron Beacon Journal can give you the best connection available to the 261,200 households in the Akron Primary Market.

Households in this area average $19,472 income, higher than Tampa, San Bernardino, Los Angeles, Buffalo, Albany or Birmingham. Households that represent $5.1 billion in spending.

The #1 way to reach this thriving market is the Akron Beacon Journal.

Akron Beacon Journal

Call Ed Lynch, general advertising manager at (216) 375-8570. It's a phone call that should be #1 on your list.

NOTE: Akron's Primary Market (Summit, Portage, Medina counties) — 261,200 households.
Daily penetration: 58.1%
Sunday penetration: 68.8%

*ABC twelve months average period ending 3-31-79 (circulation & households) Standard Rate & Data Service Inc., 11-12-79

Akron Beacon Journa
A Knight-Ridder Newspaper represented by Knight-Ridder Newspaper Sales, Inc.

HIO

ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

ETRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
KRON	**4,833,482**	**19,627**	**4.4**	**12.6**	**35.1**	**31.0**	**.3004**
Portage	887,403	19,525	4.2	13.4	37.7	29.9	.0527
Summit	3,946,079	19,652	4.5	12.4	34.4	31.3	.2477
• Akron	1,746,500	17,586	5.4	14.0	32.7	25.8	.1146
Cuyahoga Falls	357,718	21,750	3.6	11.0	36.6	36.7	.0206
SUBURBAN TOTAL	3,086,982	20,841	3.8	11.6	36.6	34.6	.1858
ANTON	**2,961,735**	**19,429**	**4.2**	**12.6**	**36.7**	**29.6**	**.1868**
Carroll	154,498	16,318	5.1	16.4	36.7	18.3	.0100
Stark	2,807,237	19,628	4.2	12.3	36.6	30.4	.1768
• Canton	677,224	16,502	5.6	15.0	34.1	21.3	.0480
SUBURBAN TOTAL	2,284,511	20,465	3.7	11.7	37.7	32.5	.1388
CINCINNATI	**10,557,764**	**19,647**	**4.5**	**12.6**	**30.6**	**33.4**	**.6447**
Clermont	924,265	22,832	3.6	9.8	30.6	42.5	.0525
Hamilton	7,002,585	19,251	4.6	12.8	29.6	32.9	.4284
• Cincinnati	2,851,976	15,023	6.0	16.0	27.7	22.3	.1750
Warren	653,994	21,089	3.5	11.0	37.8	34.9	.0390
Dearborn, Ind.	*185,611*	*15,505*	*6.0*	*19.1*	*36.2*	*15.9*	*.0118*
Boone, Ky.	*297,105*	*22,400*	*3.1*	*10.7*	*33.1*	*40.5*	*.0245*
Campbell, Ky.	*556,382*	*18,716*	*5.0*	*13.6*	*32.6*	*29.3*	*.0329*
Kenton, Ky.	*932,822*	*19,390*	*4.6*	*13.0*	*29.8*	*33.4*	*.0556*
Covington	*281,450*	*15,085*	*6.5*	*16.2*	*28.5*	*21.8*	*.0206*
SUBURBAN TOTAL	7,705,788	21,705	3.7	11.0	32.0	38.9	.4697
CINCINNATI - HAMILTON CONSOLIDATED AREA	***12,460,139***	***19,768***	***4.4***	***12.5***	***31.0***	***33.6***	***.7559***
CLEVELAND	**16,079,692**	**21,374**	**3.8**	**10.9**	**31.0**	**38.2**	**.9528**
Cuyahoga	12,958,270	20,824	4.1	11.4	30.2	37.0	.7621

BEST MEDIA BUY IN CINCINNATI

OVER THE LIFE OF FIVE ISSUES, CINCINNATI DAILY NEWSPAPERS REACH 74% OF ALL ADULTS WITH AN AVERAGE FREQUENCY OF 4.1.

CINCINNATI DAILY NEWSPAPERS

Number of Issues	One	Two	Three	Four	Five
Adults Reached	739,700	817,400	854,900	878,800	896,100
Unduplicated Reach	60.8%	67.1%	70.2%	72.2%	73.6%
Average Frequency	(1.0)	(1.8)	(2.6)	(3.4)	(4.1)
TOTAL ADULTS IN MARKET					1,218,000

Source: Cincinnati Prospectus 1978

Among adults with high incomes ($25,000 plus) reach jumps to 85% and frequency to 4.6 over five issues. Cincinnati daily newspapers deliver more of your prime prospects.

COMBINATION ADVERTISING RATES

Advertisers who use BOTH daily newspapers for the same ad will earn a FIFTEEN percent discount on each ad.

THE ENQUIRER/THE POST IS THE BEST MEDIA BUY IN CINCINNATI.

THE Enquirer/THE Post

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BUY THE GROUP...
SAVE 23%!

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LORAIN
Cleveland
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NEWSPAPERS, INC.
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Represented by Branham *Newspaper Sales*

IS YOUR CLEVELAND ADI BUY COMPLETE?

Horvitz

For balanced coverage and minimum duplication within the Cleveland ADI at lower cost, your best buy is either Cleveland paper, the Akron Beacon Journal THE HORVITZ NEWSPAPER GROUP and the Canton Repository.

THE JOURNAL
LORAIN
NEWS JOURNAL
MANSFIELD
NEWS HERALD
LAKE COUNTY
TIMES REPORTER
DOVER NEW PHILADELPHIA

OHIO (cont.)

S&MM ESTIMATES

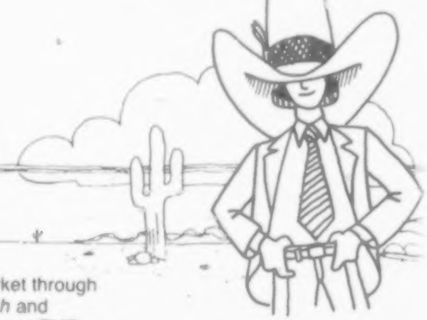
$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
• Cleveland	3,719,583	15,354	5.8	15.7	32.0	19.2	.2278
Cleveland Heights	529,766	24,267	3.6	10.9	24.5	48.2	.0283
Euclid	560,340	22,117	3.5	11.7	34.7	39.2	.0321
Garfield Heights	284,388	21,948	3.2	10.2	36.9	37.9	.0159
Lakewood	593,432	19,845	4.9	13.5	31.9	33.9	.0320
Parma	823,121	23,823	2.6	7.7	34.2	45.3	.0503
Geauga	562,501	23,158	3.0	9.8	32.8	43.6	.0325
Lake	1,775,933	24,974	2.4	7.2	32.0	49.9	.1076
Medina	782,988	20,642	3.3	11.5	39.9	32.2	.0506
SUBURBAN TOTAL	12,360,109	24,225	2.9	8.6	30.4	47.4	.7250
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***22,995,422***	***20,977***	***3.9***	***11.2***	***32.3***	***36.5***	***1.3758***
COLUMBUS	**8,556,037**	**19,307**	**4.7**	**13.8**	**31.7**	**32.3**	**.5227**
Delaware	357,485	17,569	5.3	16.3	36.0	24.1	.0206
Fairfield	535,628	16,171	5.6	17.7	36.0	18.9	.0344
Franklin	7,192,261	20,043	4.5	13.0	30.9	34.8	.4387
• Columbus	3,901,591	17,460	5.4	15.0	31.5	26.6	.2555
Madison	193,401	17,146	5.3	17.3	34.0	23.6	.0121
Pickaway	277,262	17,070	5.3	16.7	33.9	23.8	.0169
SUBURBAN TOTAL	4,654,446	21,160	3.9	12.6	31.9	37.9	.2672

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
DAYTON	**6,464,168**	**20,296**	**4.0**	**12.7**	**33.3**	**34.5**	**.3881**
Greene	998,289	22,781	3.2	10.4	31.5	42.9	.0571
Miami	590,790	17,589	4.4	15.6	37.6	22.9	.0369
Montgomery	4,623,605	20,487	4.0	12.5	32.9	35.1	.2793
• Dayton	1,266,863	16,038	5.5	16.3	31.5	22.2	.0777
Kettering	689,547	24,318	2.8	9.1	32.2	47.4	.0385
Preble	251,484	18,357	4.7	15.1	34.8	26.9	.0148
SUBURBAN TOTAL	5,197,305	21,627	3.5	11.4	33.8	38.5	.3104
HAMILTON - MIDDLETOWN	**1,902,375**	**20,383**	**4.0**	**11.9**	**33.5**	**34.0**	**.1112**
Butler	1,902,375	20,383	4.0	11.9	33.5	34.0	.1112
• Hamilton	477,499	18,390	5.0	12.4	33.1	27.8	.0309
• Middletown	385,199	19,637	3.9	13.2	31.1	33.7	.0244
SUBURBAN TOTAL	1,039,677	21,679	3.5	11.1	34.7	37.6	.0560
LIMA	**1,448,635**	**18,836**	**4.4**	**13.5**	**34.1**	**29.3**	**.0927**
Allen	787,791	19,432	4.4	13.1	32.3	32.4	.0519
• Lima	340,916	17,070	5.3	15.5	31.7	25.6	.0219
Auglaize	281,628	19,157	4.0	12.6	36.6	28.3	.0173
Putnam	167,726	16,657	5.0	18.2	37.1	19.7	.0109
Van Wert	211,490	18,628	4.7	11.5	34.8	27.7	.0126
SUBURBAN TOTAL	1,107,719	19,385	4.1	12.7	35.0	30.4	.0708



Number **18.** *in a series of "go to's"*

Go to Texas for size.

But come to Columbus for growth.*

* Over 70% population growth in the past ten years. And those newcomers are pumping a lot of money into the Columbus marketplace. Our buying power has increased over 321%* for the same period. Fact is, with over a million people and counting, Columbus is one of the fastest growing cities in the whole country! (Chances are, your sales can grow in Columbus, too.)

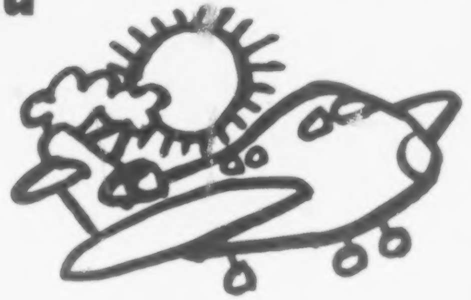
You can reach this multiplying market through the pages of *The Columbus Dispatch* and *Citizen-Journal*. Be sure to ask us about TMP--Total Market Penetration. For more information, just call us at 614/461-5204. Belden readership studies are available.

*© 1978 and 1968 S&MM Surveys of Buying Power

The Columbus Dispatc
Evening and Sunc

Columbus Citizen-Journa
Morn

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee
In Florida: The Leonard Com



The city that gave you aviation is the 44th ADI and climbing.

Dayton has both feet on the ground with new market selection figures in. We're now the 44th ADI. Our total effective buying income for ADI ranks 38th in the country or $19,157 per household.

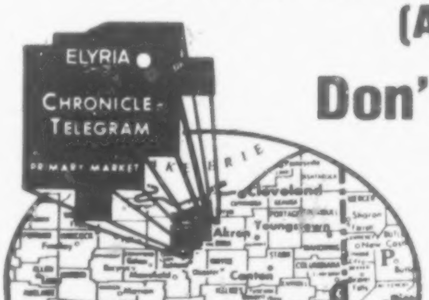
Add that to the 69% penetration ... 59% Sunday ... you can get in the single Dayton/Springfield Newspapers buy. Ask for "Dayton in Detail" and/or Belden Readership Survey, free, by writing Ken Tinderholm, Dayton Newspapers, Inc., 4th & Ludlow Sts. Dayton, Ohio 45401. Call (513) 225-2085.

Represented nationally by Sawyer-Ferguson-Walker

OHIO (cont.)

S&MM ESTIMATES — EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
LORAIN - ELYRIA	**2,082,248**	**21,648**	**3.1**	**9.5**	**36.9**	**36.9**	**.1226**
Lorain	2,082,248	21,648	3.1	9.5	36.9	36.9	.1226
• Elyria	416,983	21,428	3.5	10.5	34.8	37.0	.0274
• Lorain	628,738	19,709	3.7	11.3	39.3	29.2	.0346
SUBURBAN TOTAL	1,036,527	23,185	2.5	7.9	36.1	42.5	.0606
MANSFIELD	**897,230**	**18,867**	**4.5**	**13.3**	**35.7**	**28.4**	**.0596**
Richland	897,230	18,867	4.5	13.3	35.7	28.4	.0596
• Mansfield	375,394	16,439	5.7	15.0	31.3	23.7	.0293
SUBURBAN TOTAL	521,836	20,519	3.6	12.0	39.2	32.3	.0303
△ **NEWARK**	**718,171**	**16,720**	**4.9**	**16.0**	**37.9**	**19.5**	**.0467**
Licking	718,171	16,720	4.9	16.0	37.9	19.5	.0467
• Newark	254,119	15,120	6.2	16.4	34.4	16.0	.0184
SUBURBAN TOTAL	464,052	17,611	4.2	15.7	39.9	21.8	.0283
PARKERSBURG - MARIETTA	**1,078,522**	**18,026**	**4.6**	**13.8**	**32.0**	**28.0**	**.0713**
Washington	366,611	16,107	5.0	17.3	33.6	20.4	.0249
• Marietta	105,475	15,378	5.7	16.8	27.6	23.7	.0095
Wirt, W. Va.	*21,563*	*10,259*	*7.9*	*16.6*	*24.7*	*9.6*	*.0013*
Wood, W. Va.	*690,348*	*19,744*	*4.1*	*11.5*	*31.5*	*33.7*	*.0451*
• Parkersburg	*323,178*	*18,809*	*4.9*	*12.2*	*29.5*	*32.0*	*.0243*
SUBURBAN TOTAL	649,869	18,093	4.2	14.0	34.1	26.8	.0375
SPRINGFIELD	**1,238,415**	**18,325**	**4.8**	**14.0**	**35.6**	**26.5**	**.0767**
Champaign	198,774	16,204	5.5	17.6	36.1	19.0	.0121
Clark	1,039,641	18,826	4.7	13.2	35.6	28.1	.0646
• Springfield	471,710	16,795	5.5	14.6	33.5	22.6	.0296
SUBURBAN TOTAL	766,705	19,336	4.4	13.5	37.4	29.1	.0471
STEUBENVILLE - WEIRTON	**1,238,395**	**21,070**	**4.2**	**10.7**	**31.8**	**36.4**	**.0713**
Jefferson	652,903	19,562	4.5	11.5	34.4	29.9	.0403
• Steubenville	239,846	18,383	5.1	11.5	29.0	29.4	.0175
Brooke, W. Va.	*259,259*	*23,548*	*3.7*	*9.6*	*27.6*	*45.4*	*.0130*
Hancock, W. Va.	*326,233*	*23,561*	*3.8*	*9.5*	*28.6*	*45.1*	*.0180*



in the Cleveland-Akron-Lorain Consolidated Area ... (America's 10th market)

Don't Overlook the "Other One"

The Elyria Chronicle-Telegram is the "Other One" in what really should be called the Cleveland-Akron-Lorain/Elyria Consolidated Area. They included our sales ... income ... households and coverage ... they just forgot our name.

THE CHRONICLE-TELEGRAM
Elyria, Ohio
Represented Nationally by LANDON ASSOCIATES, INC.

OHIO (cont.)
S&MM ESTIMATES

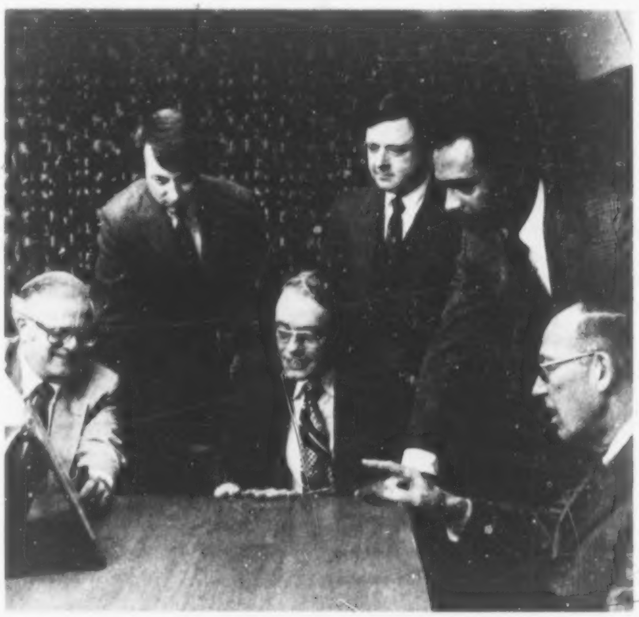
$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
• Weirton	*219,539*	*24,227*	*3.3*	*8.0*	*29.2*	*47.2*	*.0135*
SUBURBAN TOTAL	779,010	21,098	4.1	11.0	33.4	36.1	.0403
TOLEDO	**6,485,561**	**21,102**	**4.1**	**10.6**	**31.2**	**37.2**	**.3817**
Fulton	254,451	19,694	4.7	12.3	34.2	31.5	.0157
Lucas	4,108,548	21,030	4.2	10.6	29.8	37.6	.2420
• Toledo	3,017,296	19,936	4.5	11.4	30.3	34.3	.1746
Ottawa	272,244	19,312	4.4	12.0	34.0	31.0	.0166
Wood	838,912	20,748	4.5	11.1	32.5	35.3	.0499
Monroe, Mich.	*1,011,406*	*22,530*	*3.1*	*9.2*	*33.4*	*40.9*	*.0575*
SUBURBAN TOTAL	3,468,265	22,116	3.7	9.9	31.8	40.0	.2071
YOUNGSTOWN - WARREN	**3,933,525**	**20,590**	**3.6**	**10.6**	**35.5**	**34.4**	**.2433**
Mahoning	2,055,961	19,414	3.9	11.3	36.6	30.1	.1283
• Youngstown	781,710	16,667	5.0	13.6	35.0	21.6	.0488
Trumbull	1,877,564	22,113	3.2	9.7	34.0	39.9	.1150
• Warren	486,553	21,168	4.0	10.1	30.4	38.3	.0285
SUBURBAN TOTAL	2,664,962	21,937	3.0	9.5	36.4	38.7	.1660
OTHER COUNTIES							
Adams	104,583	9,597	8.2	18.7	19.9	9.7	.0079
Ashland	294,276	17,694	5.1	15.8	34.8	25.3	.0181
Ashtabula	671,370	17,906	4.7	14.4	37.4	23.5	.0410
Athens	269,885	13,992	7.3	17.2	28.6	17.9	.0188
☐ Belmont	546,787	16,909	5.3	14.2	34.0	22.7	.0334
Brown	160,185	13,595	6.7	17.7	31.4	13.2	.0099
Clinton	197,829	16,415	5.1	15.6	33.5	21.8	.0135
Columbiana	740,353	16,627	5.2	16.2	36.3	20.2	.0458
Coshocton	218,119	15,830	5.6	16.3	33.1	20.0	.0135
Crawford	324,289	17,547	4.3	15.5	36.4	23.3	.0204
Darke	340,413	17,534	5.1	14.1	34.7	24.8	.0217
Defiance	271,979	21,658	3.5	10.0	29.8	39.3	.0176
Erie	539,445	19,800	3.8	11.3	36.0	31.0	.0354
Fayette	152,318	14,231	6.9	19.4	28.5	18.9	.0108
Gallia	142,157	11,706	6.7	18.3	25.5	12.2	.0106
Guernsey	225,881	13,903	7.0	16.8	29.8	16.4	.0156
Hancock	494,766	20,329	4.6	12.3	32.2	34.2	.0306

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOM
1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buy Pow Ind
			A	B	C	D	
Hardin	206,154	14,657	5.9	16.5	32.6	16.0	.01
Harrison	109,940	16,991	5.0	13.0	34.9	21.8	.00
Henry	188,775	17,719	4.7	15.6	35.3	23.6	.01
Highland	156,179	11,538	8.0	19.9	26.2	10.5	.01
Hocking	112,104	13,277	6.4	20.0	30.9	12.1	.00
Holmes	124,783	14,930	6.2	18.5	29.8	19.9	.00
Huron	329,864	18,256	5.1	12.7	36.7	25.2	.02
Jackson	132,307	10,909	7.5	20.5	24.6	8.5	.009
Knox	252,369	14,747	5.7	19.7	34.3	14.6	.016
☐ Lawrence	327,412	13,402	6.2	18.8	31.6	12.0	.022
Logan	236,343	15,390	5.6	16.1	31.4	20.0	.015
Marion	422,090	17,565	4.6	15.6	37.7	22.6	.028
Meigs	101,872	11,328	7.6	16.9	28.3	8.9	.007
Mercer	241,462	18,522	4.3	13.8	36.1	26.8	.015
Monroe	75,059	12,731	6.9	17.5	30.3	11.5	.005
Morgan	69,413	13,777	7.0	17.8	31.2	14.6	.004
Morrow	136,515	15,212	5.1	19.9	35.8	15.2	.008
Muskingum	506,860	16,041	5.5	15.5	33.5	20.2	.033
Noble	54,030	11,446	6.7	20.4	26.2	9.7	.003
Paulding	109,609	16,052	4.8	16.3	37.8	16.9	.006
Perry	149,896	13,799	5.8	17.5	32.3	13.2	.009
Pike	99,384	11,201	7.8	16.8	26.1	11.2	.007
Ross	351,402	15,351	5.3	16.6	35.1	16.2	.024
Sandusky	386,367	17,437	4.4	15.4	35.8	23.5	.025
Scioto	422,467	12,471	7.5	17.3	29.3	11.9	.0306
Seneca	408,411	19,910	3.7	11.1	34.1	32.6	.0239
Shelby	241,303	17,101	4.8	17.7	36.7	21.5	.0154
Tuscarawas	462,976	15,614	5.1	17.6	36.2	16.4	.0320
Union	172,021	14,811	6.1	20.4	32.7	16.4	.0104
Vinton	44,130	10,786	7.5	21.6	23.6	7.9	.0029
Wayne	649,061	18,972	4.4	13.7	36.1	29.1	.040
Williams	253,288	19,544	4.3	11.6	31.8	32.4	.015
Wyandot	133,094	16,675	5.8	16.7	34.1	21.6	.008
TOTAL METRO COUNTIES	**67,069,425**	**20,057**	**4.2**	**12.2**	**32.7**	**33.7**	**4.0687**
TOTAL STATE	**79,556,801**	**19,274**	**4.4**	**12.9**	**32.6**	**31.3**	**4.8789**



Left to right: BEN MAGDOVITZ, Advertising Director
DON EARNHART, Assistant Manager, General Advertising
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TOM SIMPSON, Farm & Garden, Amusements
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OKLAHOMA

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POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ENID	**66.2**	**.0299**	**31.3**	**12.8**	**15.5**	**15.2**	**29.0**	**25.6**	**277,564**	**55,770**	**23,888**	**26,834**	**16,221**	**64,232**	**12,046**
Garfield	66.2	.0299	31.3	12.8	15.5	15.2	29.0	25.6	277,564	55,770	23,888	26,834	16,221	64,232	12,046
• Enid	54.9	.0248	30.9	12.9	15.3	15.9	27.8	21.4	266,552	52,825	23,391	26,635	16,077	61,936	11,195
SUBURBAN TOTAL	11.3	.0051	33.1	12.5	15.7	11.7	35.3	4.2	11,012	2,945	497	199	144	2,296	851
LAWTON	**123.9**	**.0559**	**23.1**	**27.0**	**15.9**	**12.7**	**14.0**	**38.0**	**336,099**	**73,041**	**25,874**	**48,123**	**22,514**	**84,832**	**4,847**
Comanche	123.9	.0559	23.1	27.0	15.9	12.7	14.0	38.0	336,099	73,041	25,874	48,123	22,514	84,832	4,847
• Lawton	88.5	.0399	23.9	18.3	17.6	13.6	16.0	31.8	315,516	62,447	24,222	48,082	21,965	83,273	4,681
SUBURBAN TOTAL	35.4	.0160	22.3	48.3	11.7	10.6	9.2	6.2	20,583	10,594	1,652	41	549	1,559	166
OKLAHOMA CITY	**809.1**	**.3652**	**28.5**	**14.1**	**17.2**	**16.5**	**22.3**	**302.0**	**3,673,718**	**760,485**	**327,644**	**474,091**	**206,421**	**883,744**	**73,023**
Canadian	54.4	.0246	29.7	10.9	17.1	16.6	24.3	18.8	203,578	45,475	10,769	11,099	4,375	93,110	2,760
Cleveland	113.9	.0514	25.5	22.0	20.1	14.6	16.2	39.6	350,803	72,571	35,092	42,633	19,049	96,924	7,779
Norman	70.4	.0318	24.8	28.6	18.6	12.9	17.6	24.8	265,000	46,029	26,055	35,895	14,600	76,439	6,340
McClain	23.0	.0104	33.2	9.3	15.4	16.7	30.5	8.5	54,556	17,961	3,517	4,260	439	17,237	936
Oklahoma	564.4	.2547	28.5	13.2	16.9	16.9	22.2	214.7	2,888,828	577,396	260,099	388,371	175,482	651,523	57,583
Midwest City	55.9	.0252	26.5	13.3	16.9	18.8	16.8	19.8	242,362	73,386	15,122	27,603	3,938	79,422	3,924
• Oklahoma City	385.1	.1738	29.4	12.7	16.5	16.3	24.5	152.5	2,166,734	380,240	205,135	323,099	151,301	447,474	36,293
Pottawatomie	53.4	.0241	33.6	11.9	13.8	15.7	32.3	20.4	175,953	47,082	18,167	27,728	7,076	24,950	3,965
SUBURBAN TOTAL	424.0	.1914	27.7	15.3	17.8	16.6	20.4	149.5	1,506,984	380,245	122,509	150,992	55,120	436,270	36,730
TULSA	**642.1**	**.2898**	**30.6**	**11.8**	**17.5**	**17.4**	**24.9**	**244.8**	**2,802,316**	**614,060**	**201,689**	**368,228**	**157,041**	**659,431**	**53,183**
Creek	55.8	.0252	31.7	10.6	16.1	16.1	28.6	21.6	142,575	49,481	8,627	12,278	3,746	32,124	3,207
Mayes	31.7	.0143	33.4	9.4	14.1	15.5	32.2	12.2	90,281	27,525	5,816	6,051	2,446	21,199	2,195
Osage	37.0	.0167	34.6	9.6	14.8	16.9	32.5	14.4	57,060	18,787	2,858	1,661	2,312	13,757	1,913
Rogers	38.4	.0173	31.0	10.1	17.2	17.8	25.4	14.0	117,740	28,575	7,832	9,132	2,919	31,096	777
Tulsa	447.2	.2018	30.0	12.5	18.1	17.9	23.0	171.3	2,354,077	474,546	174,029	334,840	144,230	555,270	44,201
• Tulsa	360.2	.1626	30.3	12.4	18.0	17.8	23.8	140.8	2,032,390	382,211	157,520	302,729	133,32[illegible]	464,472	36,945
Wagoner	32.0	.0145	30.9	10.7	17.2	15.7	27.2	11.3	40,583	15,146	2,527	4,266	1,388	5,985	890
SUBURBAN TOTAL	281.9	.1272	31.0	10.9	16.8	17.0	26.2	104.0	769,926	231,849	44,169	65,499	23,716	194,959	14,238
OTHER COUNTIES															
Adair	18.4	.0083	30.9	10.6	13.0	14.4	30.3	6.3	34,553	13,092	617	2,337	1,030	6,834	993
Alfalfa	8.3	.0037	44.4	6.3	11.2	14.7	44.5	3.5	15,636	4,211	1,004	145	370	2,164	467
Atoka	11.5	.0052	33.7	10.0	15.0	15.5	32.5	3.9	28,473	8,988	1,494	3,856	573	5,000	935
Beaver	7.2	.0032	35.2	8.1	14.8	17.5	32.7	2.5	11,134	3,282	901		68	1,973	420
Beckham	17.5	.0079	39.9	9.1	11.1	14.5	40.1	7.6	88,381	24,388	7,276	9,329	2,298	14,477	2,542
Blaine	13.3	.0060	35.9	8.5	13.2	14.4	36.4	5.1	38,677	11,078	2,214	755	1,151	6,399	1,587
Bryan	29.7	.0134	33.3	15.3	12.2	13.8	34.1	11.6	77,228	18,724	5,262	7,972	3,684	17,672	1,734
Caddo	34.3	.0155	33.6	9.7	13.0	14.6	33.5	12.7	83,608	23,474	3,921	6,372	3,910	20,808	2,411
Carter	45.7	.0206	34.3	9.3	13.2	16.3	32.8	17.6	164,444	44,860	12,187	19,467	8,119	31,376	3,486
Cherokee	29.1	.0131	27.7	19.0	13.4	13.1	27.0	10.1	72,776	23,591	8,087	[illegible]	1,692	9,613	1,657
Choctaw	15.8	.0072	36.7	9.1	11.2	13.7	37.9	6.1	42,593	12,873	1,860	3,074	746	12,805	1,203
Cimarron	3.7	.0016	33.3	7.8	15.4	18.6	28.7	1.4	10,436	2,604	912	119	316	2,382	177
Coal	6.2	.0028	38.1	9.2	10.2	15.1	38.1	2.3	7,213	2,859	273	1,698	35	1,014	224
Cotton	7.5	.0034	38.5	8.8	13.4	14.1	39.1	2.9	20,154	6,604	1,119	779	439	6,746	326
Craig	16.3	.0074	38.3	9.2	13.4	16.0	37.5	5.9	54,260	12,091	4,384	5,620	1,443	12,349	1,813
Custer	24.3	.0109	27.5	22.5	12.9	12.9	27.4	9.3	105,805	28,694	7,353	8,188	5,758	24,498	3,286
Delaware	22.2	.0101	37.3	8.9	12.3	14.4	37.8	8.7	48,737	13,778	3,695	5,522	2,129	9,251	1,368
Dewey	6.7	.0030	39.7	7.5	12.9	14.7	40.0	2.6	9,992	3,126	802	377	116	2,036	69
Ellis	5.2	.0023	39.8	7.3	12.3	14.1	40.4	2.2	15,407	3,416	597	136	247	5,614	462
Garvin	28.8	.0130	36.8	9.0	12.5	15.5	36.4	11.3	75,573	20,565	4,919	5,280	2,746	17,921	2,127
Grady	39.3	.0177	33.7	10.4	14.2	14.8	33.4	15.5	114,480	26,298	8,628	11,997	4,163	26,366	2,389
Grant	7.8	.0036	44.6	6.0	11.4	15.8	44.3	3.5	12,431	3,512	1,205	169	381	3,946	455
Greer	8.2	.0037	40.5	14.0	10.9	13.3	41.6	3.4	15,289	5,713	529	467	798	2,614	405
Harmon	5.0	.0022	41.3	7.8	10.9	13.2	42.3	1.9	9,511	3,499	280	226	231	1,770	707
Harper	5.2	.0024	36.8	8.4	13.4	18.9	33.3	1.8	11,441	3,564	676	112	169	1,979	476
Haskell	10.7	.0048	35.7	9.7	12.9	15.4	35.4	4.2	26,322	8,533	736	1,161	1,094	7,879	809
Hughes	14.8	.0067	41.7	8.5	11.0	14.7	41.8	6.0	30,670	10,391	1,664	730	566	7,061	957
Jackson	36.4	.0164	26.9	15.4	16.2	15.5	21.5	12.7	102,542	22,498	7,147	9,661	5,290	27,533	3,795

Cleveland
70 mi.
Trumbull
Mercer
Youngstown, Ohio
Mahoning
Lawrence
Columbiana
70 mi.
Pittsburgh

You can't sell Northeastern Ohio and Western Pennsylvania without the

Youngstown Vindicator

The Single Dominant Medium in a 5-county market of 894,900

- **More Consumers than the Metro area.**
- **More Consumers than TV's A.D.I.**
- **A retail Market worth over 3 Billion**

	METRO AREA (Mahoning & Trumbull Counties)*	TV-A.D.I. (Mahoning, Trumbull, Lawrence & Mercer Counties) S-M-'79	NEWSPAPER PRI. MKT. (Mahoning, Trumbull, Mercer Columbiana & Lawrence Co.)*
Population	547,100	785,000	894,900
Households	178,000	258,400	296,700
EBI	$3,933,525,000	$4,766,365,000	$6,046,676,000
Retail Sales	2,144,387,000	2,807,000,000	3,376,445,000
Food Sales	488,145,000	526,334,000	796,040,000
Gen. Mdse. Sales	362,026,000	464,972,000	498,561,000
Automotive Sales	409,220,000	643,102,000	725,191,000

Anytime you are advertising in Eastern Ohio or Western Pennsylvania make Youngstown Vindicator a must! It measures up in household coverage, higher quality households and is an important contributor to the economy of this region and the nation.

*© 1980 S&MM Survey of Buying Power

DAILY 103,298 SUNDAY 153,036
• ABC Publishers Interim Statement, 3 mos. ending March 31, 1980
Represented by STORY and KELLY-SMITH, Inc.

OKLA. (cont.)

ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROU

1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($00
Jefferson	9.0	.0041	42.6	8.2	11.0	14.0	43.0	4.0	21,272	6,410	2,286	193	461	3,443	6
Johnston	9.6	.0043	35.4	13.1	10.8	12.8	37.5	3.9	16,921	6,819	726		229	2,525	9
Kay	54.6	.0246	34.4	10.6	14.5	16.6	32.5	21.3	199,767	52,979	14,947	20,128	10,666	41,735	5,7
Kingfisher	15.2	.0069	33.5	9.0	14.9	16.4	31.4	6.0	54,248	13,559	1,988	4,244	540	19,514	2,0
Kiowa	13.2	.0059	40.8	7.8	11.7	14.1	41.4	5.3	36,882	9,014	1,161	2,505	941	12,467	1,8
Latimer	10.0	.0046	32.0	15.8	12.2	14.4	31.9	3.5	16,342	8,628	483	907	68	2,026	4
☐ Le Flore	39.3	.0177	33.4	10.0	13.7	14.7	33.1	14.7	80,143	30,845	3,754	5,638	2,242	17,611	3,3
Lincoln	23.3	.0105	36.1	8.8	13.5	15.3	35.7	9.2	57,800	13,112	3,072	1,303	2,553	14,123	1,2
Logan	24.6	.0111	33.8	12.5	13.0	13.8	34.6	9.2	52,867	15,229	4,367	5,894	918	13,050	1,4
Love	7.0	.0032	35.9	9.7	12.6	14.2	36.8	2.7	11,798	4,782	784	275	547	403	22
McCurtain	36.0	.0162	30.8	9.6	13.5	14.1	30.3	12.7	91,810	27,709	4,893	10,736	2,388	24,574	2,4
McIntosh	15.1	.0068	37.8	9.4	12.0	14.6	38.1	5.6	40,691	13,356	1,832	633	1,416	9,459	83
Major	8.6	.0039	36.6	8.1	13.5	15.9	35.9	3.5	32,239	6,283	1,656	1,012	33	12,715	1,03
Marshall	9.6	.0043	42.6	8.2	11.1	14.4	42.9	4.0	30,588	10,511	2,025	2,017	440	7,971	86
Murray	11.1	.0050	39.5	8.3	12.7	14.7	39.7	4.2	40,082	13,308	2,105	1,996	1,124	11,253	35
Muskogee	69.2	.0313	33.0	11.2	13.4	15.2	32.2	26.3	251,415	68,957	18,404	30,992	11,379	52,621	4,01
Noble	12.2	.0055	36.3	9.4	14.3	15.6	35.7	4.7	38,602	8,103	2,721	1,996	508	7,573	89
Nowata	10.8	.0049	38.0	8.8	13.6	15.4	37.6	4.4	22,503	6,568	1,126	526	788	5,188	81
Okfuskee	12.5	.0056	37.0	7.8	12.0	14.6	37.3	4.9	17,506	6,216	467	435	541	2,646	651
Okmulgee	38.9	.0176	34.3	12.5	12.5	14.4	34.6	14.8	113,320	31,153	8,031	15,201	2,675	19,541	2,47
Ottawa	34.1	.0154	32.8	13.9	13.4	16.2	30.9	13.2	100,737	18,543	6,584	11,997	2,896	27,091	2,864
Pawnee	14.7	.0066	37.9	8.7	12.6	15.2	37.7	6.0	37,108	11,974	2,096	1,754	1,350	9,235	1,37
Payne	60.9	.0275	24.2	33.4	14.4	10.8	21.0	21.8	179,868	43,691	17,924	22,434	8,899	27,350	2,1
Pittsburg	38.2	.0172	34.1	10.3	15.2	16.2	32.4	14.0	115,866	31,014	7,000	18,105	5,676	22,380	1,735
Pontotoc	34.5	.0156	33.7	14.5	12.6	14.7	33.7	13.7	119,102	35,179	7,424	10,686	5,178	25,857	2,23
Pushmataha	11.1	.0050	37.6	7.7	12.3	14.6	37.9	4.3	29,945	9,336	1,678	908	765	10,547	36
Roger Mills	4.5	.0020	40.0	7.2	12.4	15.6	39.5	1.6	8,003	810	284	183	246	3,867	4
Seminole	29.9	.0135	37.0	9.4	12.4	14.8	37.1	11.6	66,751	20,542	4,577	6,111	2,043	14,960	1,888
☐ Sequoyah	29.9	.0135	30.4	10.5	15.9	15.4	27.4	10.4	71,041	23,543	6,128	7,038	1,916	14,396	568
Stephens	42.3	.0191	35.4	9.7	13.6	17.4	33.0	16.6	176,740	43,902	7,894	19,478	6,979	54,610	4,573
Texas	19.0	.0086	28.2	15.0	15.7	15.7	23.6	6.5	55,434	18,089	3,929	4,779	2,324	10,262	2,292
Tillman	12.0	.0054	36.1	9.0	12.6	13.9	37.2	4.8	27,557	8,569	1,187	1,445	1,323	6,787	625
Washington	44.3	.0200	33.5	9.4	16.2	19.3	28.2	17.1	259,497	53,630	22,672	38,733	17,818	46,273	3,874
Washita	14.4	.0065	38.0	9.9	12.5	16.0	37.1	5.6	25,424	7,783	1,248	1,046	1,555	6,124	1,372
Woods	10.4	.0047	33.6	20.3	11.7	13.6	34.7	4.2	38,570	10,740	2,541	3,105	3,999	7,503	1,063
Woodward	20.3	.0091	32.4	9.2	16.0	16.4	29.4	7.4	111,466	29,170	5,610	13,419	5,966	19,379	1,868
TOTAL METRO COUNTIES	**1,710.5**	**.7720**	**29.0**	**13.9**	**17.1**	**16.4**	**23.3**	**635.5**	**7,240,881**	**1,557,744**	**588,977**	**929,952**	**406,355**	**1,724,246**	**147,016**
TOTAL STATE	**2,970.7**	**1.3406**	**30.7**	**13.1**	**15.6**	**15.8**	**27.5**	**1,116.7**	**11,067,368**	**2,589,718**	**844,441**	**1,298,691**	**561,141**	**2,569,378**	**242,777**

OKLA.

ESTIMATES

EFFECTIVE BUYING INCOME

1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
ENID	**446,781**	**15,078**	**6.0**	**16.1**	**30.3**	**20.0**	**.0290**
Garfield	446,781	15,078	6.0	16.1	30.3	20.0	.0290
• Enid	374,818	15,087	6.1	16.8	30.8	19.5	.0256
SUBURBAN TOTAL	71,963	15,023	5.2	12.7	27.5	22.5	.0034
LAWTON	**809,310**	**15,396**	**6.5**	**20.0**	**30.5**	**21.0**	**.0475**
Comanche	809,310	15,396	6.5	20.0	30.5	21.0	.0475
• Lawton	558,031	15,186	6.9	20.1	29.6	21.1	.0359
SUBURBAN TOTAL	251,279	16,154	4.4	19.3	34.9	21.1	.0116
OKLAHOMA CITY	**6,282,856**	**17,868**	**5.4**	**14.4**	**28.9**	**30.0**	**.3912**
Canadian	355,852	16,677	6.0	15.7	29.3	26.2	.0228
Cleveland	858,954	18,552	5.2	14.2	30.1	30.8	.0486
Norman	540,117	17,238	6.3	15.4	26.4	30.1	.0320
McClain	115,457	11,690	7.9	20.5	25.8	10.2	.0075
Oklahoma	4,647,865	18,716	5.2	13.9	29.0	32.4	.2921
Midwest City	439,367	20,288	4.0	14.5	34.7	35.2	.0268
• Oklahoma City	3,140,171	17,398	5.7	14.6	27.9	29.5	.2050
Pottawatomie	304,728	12,116	6.4	16.5	25.4	15.1	.0202
SUBURBAN TOTAL	3,142,685	18,319	5.0	14.2	30.1	30.5	.1862
TULSA	**4,794,883**	**17,171**	**5.4**	**14.6**	**30.5**	**26.4**	**.3005**
Creek	355,219	14,267	6.0	15.9	29.4	18.2	.0207
Mayes	174,238	11,791	6.0	16.9	26.0	13.2	.0113
Osage	238,172	14,311	6.2	16.7	29.3	18.2	.0126
Rogers	211,992	13,709	6.1	17.8	30.3	14.9	.0139
Tulsa	3,647,758	18,779	5.1	13.7	31.3	30.8	.2325
• Tulsa	3,091,729	19,097	5.1	13.5	29.8	32.6	.1967
Wagoner	167,504	13,192	5.8	16.9	30.0	13.7	.0095
SUBURBAN TOTAL	1,703,154	14,893	5.7	16.2	31.7	17.9	.1038
OTHER COUNTIES							
Adair	72,585	8,287	8.5	16.0	18.1	8.8	.0051
Alfalfa	51,751	11,526	9.3	19.5	20.3	17.0	.0028
Atoka	55,160	9,638	8.0	15.6	19.0	14.1	.0038
Beaver	41,642	14,872	6.8	16.9	29.7	19.8	.0023

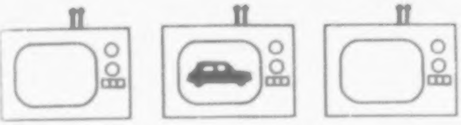
ESTIMATES

EFFECTIVE BUYING INCOME

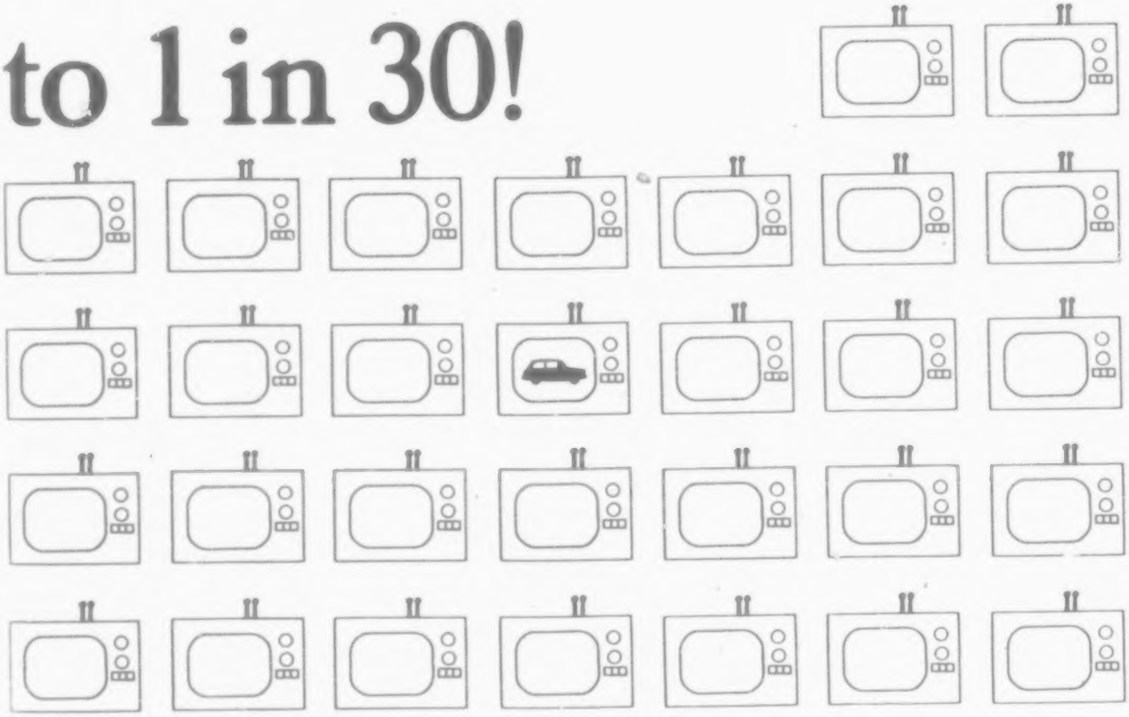
1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Powe Index
Beckham	97,770	9,992	6.3	15.6	22.9	11.5	.0075
Blaine	72,426	11,904	6.9	19.1	26.1	12.5	.0049
Bryan	164,055	10,504	8.2	16.7	21.9	13.3	.010
Caddo	167,346	10,752	8.6	19.9	23.3	9.9	.011
Carter	300,759	13,628	6.4	14.4	24.3	22.0	.018
Cherokee	150,983	10,540	10.2	17.6	20.7	14.2	.009
Choctaw	72,564	7,840	6.9	14.1	18.2	10.1	.005
Cimarron	26,114	15,231	8.1	19.4	29.4	21.5	.001
Coal	25,644	7,877	7.1	17.1	18.3	6.8	.001
Cotton	55,516	14,986	7.3	12.7	22.5	27.5	.003
Craig	104,848	13,424	7.8	15.6	24.4	20.9	.006
Custer	166,164	14,044	7.3	15.9	25.3	21.7	.01
Delaware	117,666	9,745	10.1	16.5	19.4	12.9	.007
Dewey	49,955	16,457	5.7	13.4	28.0	26.1	.002
Ellis	33,249	12,846	6.4	18.0	27.3	14.6	.002
Garvin	154,089	11,606	7.9	16.1	26.1	13.6	.01
Grady	225,636	11,792	6.7	17.5	23.8	15.0	.01
Grant	44,372	10,868	6.8	20.3	24.7	8.5	.00
Greer	45,200	9,685	8.8	15.9	21.1	11.7	.00
Harmon	27,322	10,256	8.3	19.5	18.0	13.6	.00
Harper	30,457	14,354	7.4	17.2	28.2	20.1	.00
Haskell	52,392	9,899	10.4	18.6	21.1	9.8	.00
Hughes	77,922	9,362	7.0	15.1	20.7	12.1	.00
Jackson	182,073	11,811	7.9	22.4	25.1	10.7	.0
Jefferson	41,782	6,878	7.2	15.8	17.1	4.9	.0
Johnston	40,201	7,254	9.5	16.1	14.5	5.3	.0
Kay	350,410	13,913	6.8	17.9	27.7	18.5	.0
Kingfisher	127,597	18,337	4.7	14.4	26.3	32.2	.0
Kiowa	70,439	10,181	8.8	16.7	21.1	12.8	.0
Latimer	45,026	9,381	8.5	16.8	20.5	10.3	.0
☐ Le Flore	168,744	8,824	8.5	18.6	18.6	7.8	.0
Lincoln	142,762	12,789	6.1	15.3	26.4	17.3	.0

The chance of having your product seen by Tulsa TV viewers has dropped from 1 in 3



to 1 in 30!



When cable TV came to Tulsa, it was good news for the viewer, but bad news for TV advertisers. Suddenly, the chance to expose your advertising message to a viewer was divided among thirty stations.

If you want prime, unfragmented exposure to over a half-million people in the Tulsa area, advertise in the Tulsa World and The Tulsa Tribune.

TULSA WORLD ★ The Tulsa Tribune

Two independent and separately owned newspapers represented nationally by Branham.

OKLA. (cont.)
ESTIMATES

EFFECTIVE BUYING INCOME 1979

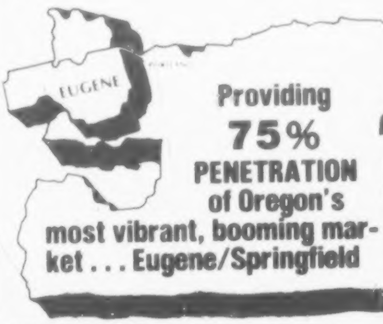
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Logan	100,448	8,785	8.2	20.0	20.0	5.1	.0071
Love	33,730	10,702	5.2	17.6	24.0	10.6	.0021
McCurtain	175,053	10,215	8.2	16.2	20.8	13.7	.0117
Mcintosh	64,060	8,606	9.8	18.1	17.3	7.9	.0048
Major	50,425	11,762	9.6	16.4	27.9	12.2	.0034
Marshall	63,088	12,295	8.3	16.2	23.5	17.9	.0038
Murray	62,052	11,370	6.4	14.9	24.8	14.5	.0043
Muskogee	404,488	12,130	7.0	15.6	24.2	17.1	.0273
Noble	85,133	14,534	6.8	15.0	25.7	22.9	.0050
Nowata	66,471	12,083	8.1	17.1	23.8	16.6	.0037
Okfuskee	54,064	8,408	8.8	18.0	18.4	6.7	.0035
Okmulgee	186,020	9,405	7.1	16.5	22.7	8.8	.0131
Ottawa	199,707	12,553	6.6	15.6	25.7	16.7	.0127
Pawnee	72,898	9,629	8.2	19.1	21.9	7.5	.0049
Payne	334,494	11,452	8.7	16.8	23.5	15.0	.0219
Pittsburg	208,419	12,485	6.3	17.5	26.4	14.6	.0137
Pontotoc	221,679	12,330	7.0	16.2	24.7	16.9	.0140
Pushmataha	44,206	7,217	9.1	16.0	14.3	6.2	.0034
Roger Mills	43,048	18,219	5.7	16.1	29.2	29.6	.0020
Seminole	123,137	8,695	9.1	19.6	19.9	4.6	.0088
☐ Sequoyah	109,012	8,972	10.1	20.2	20.0	4.4	.0085
Stephens	262,519	13,661	6.4	16.2	27.9	17.6	.0179
Texas	135,590	18,111	4.7	13.8	29.8	31.0	.0077
Tillman	73,240	11,890	8.1	15.5	24.8	16.5	.0044
Washington	361,187	18,739	4.2	13.0	28.6	32.9	.0240
Washita	71,707	9,767	10.1	19.8	20.8	8.3	.0044
Woods	82,490	15,432	6.3	14.7	25.6	25.8	.0047
Woodward	146,899	17,607	5.2	13.8	29.3	28.6	.0101
TOTAL METRO COUNTIES	**12,611,586**	**16,897**	**5.6**	**15.1**	**29.3**	**26.7**	**.7882**
TOTAL STATE	**19,834,715**	**14,634**	**6.4**	**15.8**	**26.9**	**21.9**	**1.2549**

OREGON

ORE.
ESTIMATES

POPULATION—12/31/79 · RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
EUGENE - SPRINGFIELD	**267.9**	**.1209**	**28.6**	**16.1**	**18.3**	**15.9**	**22.4**	**97.4**	**1,267,259**	**235,130**	**102,843**	**175,331**	**63,[illegible]**	**294,375**	**45,142**
Lane	267.9	.1209	28.6	16.1	18.3	15.9	22.4	97.4	1,267,259	235,130	102,843	175,331	63,933	294,375	45,142
• Eugene	105.1	.0474	27.2	23.4	18.1	14.4	21.4	40.4	574,456	103,692	57,120	37,348	42,210	148,876	21,680
• Springfield	38.9	.0176	27.9	15.1	19.7	13.8	22.3	14.4	171,642	32,901	14,884	27,445	9,471	42,811	6,171
SUBURBAN TOTAL	123.9	.0559	30.0	10.3	17.9	17.8	23.2	42.6	521,161	98,537	30,839	110,538	12,252	102,688	17,291
PORTLAND	**1,188.4**	**.5364**	**30.8**	**12.8**	**17.4**	**16.4**	**26.4**	**446.0**	**5,496,524**	**918,567**	**572,885**	**1,042,789**	**322,754**	**1,089,793**	**142,416**
Clackamas	231.6	.1046	30.7	10.7	17.7	17.9	24.4	81.9	799,206	211,379	61,521	106,461	28,119	184,415	19,751
Multnomah	553.5	.2498	32.2	14.3	16.3	15.4	30.0	221.2	2,868,495	366,961	353,846	558,651	215,571	557,495	56,870
• Portland	374.5	.1690	33.6	15.0	16.0	14.6	33.4	158.5	1,900,230	250,004	239,608	306,762	173,495	365,352	21,776
Washington	224.0	.1011	29.3	12.2	19.9	17.4	21.1	78.9	1,286,982	215,075	97,274	305,603	59,406	247,006	41,647
Clark, Wash.	*179.3*	*.0809*	*29.5*	*11.9*	*17.7*	*16.0*	*24.2*	*64.0*	*541,841*	*125,152*	*60,244*	*72,074*	*19,658*	*100,877*	*24,148*
Vancouver	*55.5*	*.0228*	*31.2*	*13.9*	*16.2*	*14.7*	*29.1*	*20.5*	*218,685*	*36,555*	*31,086*	*20,723*	*13,528*	*48,785*	*8,237*
SUBURBAN TOTAL	813.9	.3674	29.8	11.8	18.6	17.2	23.1	287.5	3,596,294	668,563	333,277	736,022	149,259	724,441	120,640
SALEM	**237.1**	**.1069**	**30.7**	**13.0**	**15.7**	**15.5**	**27.7**	**85.5**	**967,459**	**163,200**	**89,666**	**184,637**	**54,880**	**194,300**	**37,753**
Marion	192.5	.0868	30.8	12.4	15.8	15.5	27.9	69.5	869,011	130,663	82,006	182,094	51,174	180,006	34,207
• Salem	89.4	.0403	31.4	14.7	16.1	15.1	29.2	34.7	585,021	51,676	56,412	165,942	40,410	115,218	29,541
Polk	44.6	.0201	30.2	15.4	15.0	15.9	26.8	16.0	98,448	32,537	7,660	2,543	3,706	14,294	3,546
SUBURBAN TOTAL	147.7	.0666	30.2	11.9	15.5	15.8	26.8	50.8	382,438	111,524	33,254	18,695	[illegible],470	79,082	8,212
OTHER COUNTIES															
Baker	16.2	.0073	35.0	8.6	14.9	16.0	33.9	6.2	51,822	12,802	6,247	2,073	1,510	11,382	2,441
Benton	68.9	.0311	24.7	28.9	17.4	13.5	17.7	22.4	233,575	46,375	23,944	34,615	16,119	37,458	11,707
Clatsop	31.4	.0141	34.2	11.6	13.9	14.7	34.2	12.6	137,895	36,312	20,060	3,961	7,882	15,789	9,184
Columbia	34.2	.0155	31.0	10.4	16.7	16.5	26.8	12.4	93,958	23,806	7,988	2,663	8,113	18,580	5,891
Coos	64.0	.0288	30.9	11.2	16.8	16.9	26.2	23.0	275,237	62,240	23,566	17,176	13,708	67,261	15,525
Crook	12.9	.0059	31.8	10.4	16.4	15.9	28.8	5.0	35,280	8,951	2,119	916	1,217	6,744	1,827
Curry	16.0	.0072	33.4	9.4	15.6	16.3	31.2	6.2	54,764	15,285	6,451	788	2,255	8,044	3,684
Deschutes	56.1	.0253	31.2	10.0	16.1	16.5	27.5	21.0	318,395	69,192	24,970	15,581	14,695	67,919	15,931
Douglas	88.1	.0398	30.4	10.3	16.2	17.3	25.3	31.2	340,341	83,007	36,517	32,453	13,369	71,855	18,689
Gilliam	2.1	.0009	33.2	9.5	14.6	17.9	29.5	.7	6,479	2,525	802	81	37	1,069	128
Grant	7.6	.0034	32.3	9.6	16.3	15.9	29.7	3.1	24,507	11,382	1,438	591	938	3,548	1,589



Sources: S&MM "Survey of Buying Power," July 1980 and ABC "Fas Fax" March 31, 1980

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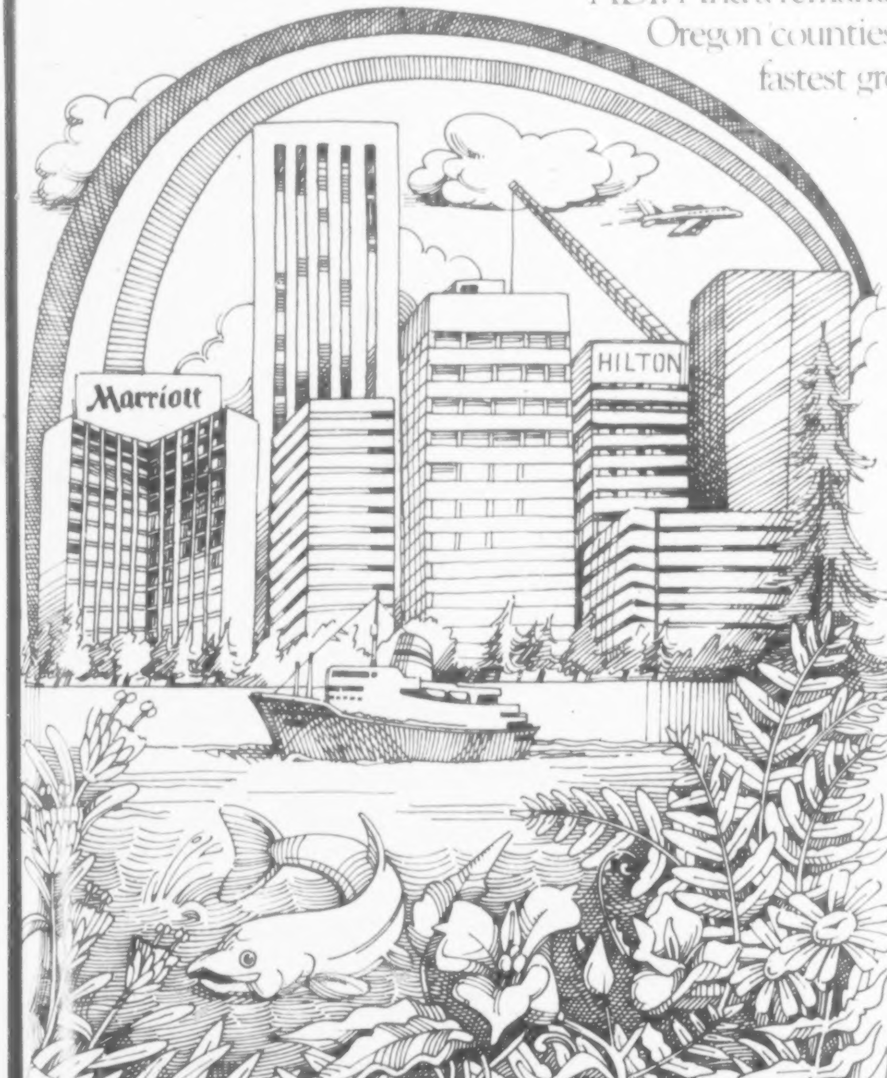

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ORE. (cont.)
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Harney	7.9	.0036	31.2	10.0	17.5	18.1	25.2	2.9	37,767	10,929	4,632	545	1,074	8,955	6
Hood River	15.3	.0069	33.8	8.8	13.6	17.3	31.0	5.8	62,101	19,702	5,345	3,012	3,690	12,330	6
Jackson	128.1	.0578	32.2	11.7	15.6	16.4	29.2	48.4	622,894	117,887	47,622	71,296	32,853	135,664	13,8
Jefferson	11.1	.0050	28.8	9.6	17.9	16.7	22.3	3.5	36,889	11,434	3,698	1,854	564	5,966	2,5
Josephine	56.8	.0257	34.6	8.2	13.4	15.6	34.0	22.2	275,802	54,669	21,060	20,150	14,936	77,834	11,0
Klamath	60.1	.0271	29.9	12.7	16.6	16.9	24.7	22.2	270,495	60,170	18,251	40,814	14,023	59,641	10,2
Lake	6.8	.0031	32.8	8.5	14.9	18.5	28.3	2.7	30,066	6,500	2,410	341	544	9,463	1,9
Lincoln	31.4	.0141	38.1	8.7	12.6	15.8	37.5	12.8	156,367	39,420	23,203	7,697	3,870	28,909	7,4
Linn	88.0	.0397	30.0	11.7	17.2	16.1	25.4	31.2	346,611	62,759	32,347	55,744	17,081	86,344	9,8
Malheur	26.4	.0120	30.1	11.0	14.2	15.8	27.2	8.8	132,289	33,357	11,290	5,547	4,544	30,699	6,49
Morrow	6.8	.0031	33.5	8.1	13.9	16.5	31.4	2.7	12,435	2,678	1,332	34	332	1,948	94
Sherman	2.1	.0010	36.1	7.1	15.2	17.8	33.6	.9	9,260	540	2,405	34	260		9
Tillamook	19.7	.0089	34.6	9.2	14.0	16.0	33.4	7.6	72,860	17,622	9,807	2,572	2,484	16,059	2,23
Umatilla	55.7	.0251	31.7	11.3	14.5	16.4	28.8	20.5	268,447	61,965	23,865	11,144	11,633	63,667	13,78
Union	24.6	.0111	30.3	14.7	15.1	14.8	28.2	9.2	87,216	20,818	8,369	790	5,122	18,109	7,78
Wallowa	7.2	.0033	35.6	8.1	14.1	18.1	32.7	2.8	24,501	4,826	2,231	1,097	396	6,909	1,58
Wasco	21.4	.0096	33.4	9.2	15.1	17.5	30.0	7.7	102,274	16,724	9,073	3,508	4,854	29,206	7,524
Wheeler	1.9	.0009	34.2	9.7	14.8	17.2	31.7	.9	3,253	357	174	673	38	1,610	
Yamhill	51.6	.0232	31.2	12.2	14.0	15.5	29.1	18.2	195,661	49,632	14,853	6,810	4,586	54,133	15,110
TOTAL METRO COUNTIES	**1,514.1**	**.6833**	**30.6**	**13.5**	**17.3**	**16.2**	**26.2**	**564.9**	**7,189,401**	**1,191,745**	**705,150**	**1,330,683**	**421,909**	**1,477,591**	**201,163**
TOTAL STATE	**2,534.5**	**1.1438**	**30.8**	**12.9**	**16.7**	**16.2**	**26.8**	**939.7**	**11,509,342**	**2,155,611**	**1,101,219**	**1,675,243**	**624,636**	**2,434,666**	**401,645**

ORE.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
EUGENE - SPRINGFIELD	**1,868,625**	**17,270**	**5.2**	**15.5**	**34.2**	**24.4**	**.1246**
Lane	1,868,625	17,270	5.2	15.5	34.2	24.4	.1246
• Eugene	798,627	16,748	6.0	14.3	27.4	27.9	.0536
• Springfield	245,497	15,806	5.9	20.3	39.0	14.8	.0169
SUBURBAN TOTAL	824,501	18,173	4.3	15.1	38.6	24.2	.0541
PORTLAND	**9,533,120**	**19,320**	**4.8**	**12.7**	**31.4**	**31.9**	**.5872**
Clackamas	1,876,700	20,948	4.2	11.0	33.1	35.9	.1059
Multnomah	4,407,446	17,480	5.6	14.0	29.9	27.5	.2829
• Portland	3,003,670	16,054	6.1	14.9	28.4	24.7	.1908
Washington	1,874,952	21,808	3.9	11.4	33.2	38.7	.1216
Clark, Wash.	*1,374,022*	*20,042*	*4.3*	*11.7*	*32.5*	*33.7*	*.0768*
Vancouver	*417,591*	*18,380*	*5.1*	*12.9*	*30.0*	*30.3*	*.0249*
SUBURBAN TOTAL	6,529,450	20,927	4.2	11.5	33.0	35.9	.3964
SALEM	**1,544,272**	**15,999**	**6.1**	**15.6**	**30.9**	**22.5**	**.1019**
Marion	1,278,824	16,385	6.2	15.1	31.1	23.4	.0862
• Salem	648,658	15,908	6.2	14.7	28.5	24.4	.0479
Polk	265,448	14,479	5.9	17.5	30.0	18.1	.0157
SUBURBAN TOTAL	895,614	16,052	6.1	16.1	32.6	21.1	.0540
OTHER COUNTIES							
Baker	88,429	12,720	7.1	19.8	29.5	10.8	.0060
Benton	465,491	16,580	6.8	15.2	28.1	26.9	.0285
Clatsop	221,886	15,601	5.7	15.5	29.2	22.4	.0143
Columbia	206,909	15,814	5.0	17.5	36.9	16.6	.0127
Coos	409,464	16,301	5.6	16.9	35.7	19.6	.0276
Crook	83,772	15,235	6.5	18.1	34.9	16.1	.0050
Curry	120,565	17,288	5.5	13.6	32.9	24.6	.0071
Deschutes	394,904	16,830	5.2	14.4	31.1	24.9	.0280
Douglas	558,958	16,363	5.1	16.2	34.1	21.4	.0368
Gilliam	11,168	14,868	7.0	23.5	34.6	14.7	.0007
Grant	47,460	14,158	8.6	18.6	33.4	13.0	.0029
Harney	54,408	17,697	6.1	17.6	35.3	23.9	.0037
Hood River	104,700	15,617	7.5	15.8	30.0	22.4	.0068
Jackson	841,099	15,446	6.5	16.5	32.9	18.8	.0585
Jefferson	63,542	16,430	5.4	17.5	31.9	23.7	.0043
Josephine	308,005	11,901	7.7	19.6	26.4	11.2	.0239
Klamath	387,755	15,549	6.2	18.4	33.7	18.6	.0265
Lake	42,175	15,037	5.1	16.5	35.4	14.6	.0031
Lincoln	226,181	15,195	7.7	14.4	30.3	20.3	.0152
Linn	566,026	17,217	5.3	14.7	36.3	21.9	.0371
Malheur	147,492	14,069	7.4	18.9	28.4	18.6	.0114
Morrow	52,633	16,042	4.8	17.5	28.4	25.8	.0028
Sherman	13,760	14,200	8.8	16.1	34.8	12.6	.0009
Tillamook	118,712	13,547	6.4	20.1	28.5	14.9	.0078
Umatilla	366,855	16,088	6.0	16.4	32.5	21.5	.0255
Union	157,112	15,208	6.0	16.4	30.7	20.1	.0101
Wallowa	42,554	13,731	7.4	19.9	29.6	14.6	.0027
Wasco	139,455	16,945	5.5	16.0	36.6	20.7	.0097
Wheeler	7,684	7,968	21.0	21.0	5.4	2.2	.0006
Yamhill	332,672	15,828	6.3	15.9	29.9	22.5	.0215
TOTAL METRO COUNTIES	**11,571,995**	**18,317**	**5.2**	**13.7**	**31.7**	**29.0**	**.7369**
TOTAL STATE	**18,153,771**	**17,162**	**5.6**	**14.9**	**31.8**	**25.4**	**1.1786**

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PENNSYLVANIA

P S& ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
M TRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
A NTOWN - BETHLEHEM - EASTON	**627.1**	**.2829**	**34.0**	**11.8**	**14.7**	**17.8**	**30.7**	**226.4**	**2,537,429**	**606,363**	**194,826**	**342,065**	**111,325**	**436,749**	**70,222**
Carbon	51.5	0233	37.6	9.5	12.7	17.6	35.5	19.1	148,426	39,999	7,438	7,312	5,990	34,555	3,953
Lehigh	265.4	1197	34.0	11.6	15.2	18.1	30.2	97.5	1,357,439	280,347	111,884	251,870	67,556	212,592	30,079
• Allentown	100.9	0455	36.1	12.8	13.7	16.5	34.8	39.6	537,359	100,259	49,403	88,499	24,322	101,596	10,941
Northampton	225.3	1016	33.8	12.8	14.4	17.9	30.4	79.9	713,506	195,461	51,324	64,974	29,169	149,789	24,477
• Bethlehem	74.6	0337	33.7	15.1	13.1	17.4	31.0	26.8	281,161	92,533	20,625	32,935	8,433	34,958	10,864
• Easton	28.3	0128	32.8	16.9	13.8	14.5	32.6	10.6	109,428	48,803	5,833	4,429	7,624	4,775	3,457
Warren, N. J.	*84.9*	*.0383*	*32.8*	*11.4*	*14.5*	*16.8*	*30.0*	*29.9*	*318,058*	*90,556*	*24,180*	*17,909*	*8,610*	*39,813*	*11,713*
SUBURBAN TOTAL	423.3	1909	33.7	10.7	15.0	18.5	29.6	149.4	1,609,481	364,768	125,965	216,202	70,946	295,420	44,960
ALTOONA	**134.4**	**.0607**	**34.2**	**10.9**	**13.7**	**16.1**	**32.5**	**48.9**	**557,271**	**127,618**	**38,600**	**96,952**	**27,330**	**102,756**	**15,677**
Blair	134.4	0607	34.2	10.9	13.7	16.4	32.5	48.9	557,271	127,618	38,600	96,952	27,330	102,756	15,677
• Altoona	58.5	0264	36.3	11.1	12.6	15.3	36.0	22.2	258,490	68,695	25,823	21,204	19,365	34,365	10,680
SUBURBAN TOTAL	75.9	0343	33.0	10.8	14.5	17.4	29.7	26.7	298,781	58,923	12,777	75,748	7,965	68,391	4,997

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PA. (cont.)
S&MM ESTIMATES

	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ERIE	**268.3**	**.1211**	**30.4**	**12.6**	**14.4**	**16.5**	**26.8**	**89.2**	**1,029,817**	**180,822**	**78,008**	**157,156**	**51,100**	**213,555**	**34,60**
Erie	268.3	.1211	30.4	12.6	14.4	16.5	26.8	89.2	1,029,817	180,822	78,008	157,156	51,100	213,555	34,6
• Erie	125.0	.0564	31.5	12.6	14.1	15.6	29.5	44.5	394,220	94,142	33,095	25,370	28,856	80,948	16,7
SUBURBAN TOTAL	143.3	.0647	29.4	12.6	14.7	17.3	24.4	44.7	635,597	86,680	44,913	131,786	22,244	132,607	17,8
HARRISBURG	**435.6**	**.1967**	**32.0**	**12.8**	**15.3**	**17.6**	**27.8**	**159.7**	**1,992,826**	**446,841**	**163,352**	**241,764**	**78,179**	**344,762**	**62,2**
Cumberland	176.2	.0795	30.7	14.3	16.1	18.3	24.7	61.9	921,319	183,181	70,872	114,224	43,474	151,593	28,0

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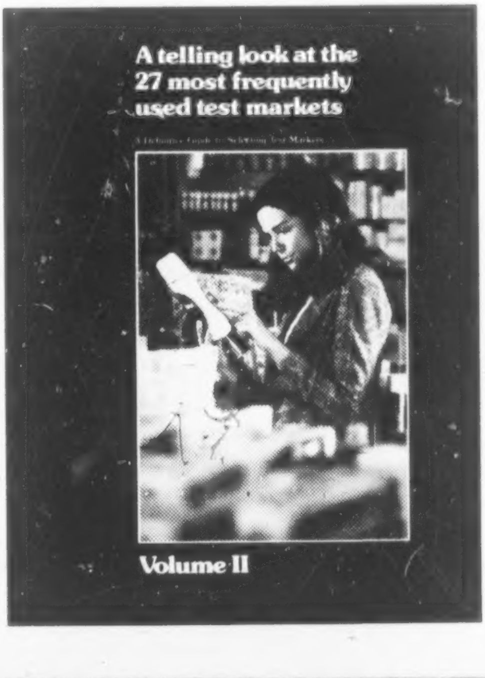
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ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				POPULATION—12/31/79					**RETAIL SALES BY STORE GROUP 1979**						
Dauphin	224.3	.1013	33.3	11.8	14.7	17.2	30.3	85.5	982,486	242,046	87,424	125,471	32,022	164,493	32,020
• Harrisburg	56.2	.1254	33.9	13.1	13.9	13.8	34.7	24.0	223,906	34,463	23,475	32,399	6,148	52,166	12,638
Perry	35.1	.0159	31.1	11.3	15.4	16.8	27.2	12.3	89,021	21,614	5,056	2,069	2,683	28,676	2,130
SUBURBAN TOTAL	379.4	.1713	31.8	12.7	15.5	18.2	26.8	135.7	1,768,920	412,378	139,877	209,365	72,031	292,596	49,594
JOHNSTOWN	**267.3**	**.1206**	**33.7**	**11.3**	**12.2**	**16.8**	**31.6**	**94.6**	**963,641**	**208,572**	**59,418**	**153,657**	**43,283**	**216,606**	**25,055**
Cambria	186.8	.0843	33.5	11.7	11.9	16.7	31.5	65.1	730,358	156,066	42,622	138,932	32,876	144,554	19,049
• Johnstown	38.9	.0176	37.7	11.1	11.4	16.2	36.7	15.6	165,110	33,296	10,370	19,506	10,559	53,639	5,039
Somerset	80.5	.0363	34.0	10.3	13.2	17.0	31.8	29.5	233,283	52,506	16,796	14,725	10,407	72,052	6,006
SUBURBAN TOTAL	228.4	.1030	33.1	11.3	12.5	16.9	30.7	79.0	798,531	175,276	49,048	134,151	32,724	162,967	20,016
LANCASTER	**354.1**	**.1599**	**30.4**	**12.7**	**15.6**	**16.5**	**26.4**	**124.4**	**1,400,718**	**292,299**	**101,767**	**156,781**	**75,555**	**259,752**	**36,111**
Lancaster	354.1	.1599	30.4	12.7	15.6	16.5	26.4	124.4	1,400,718	292,299	101,767	156,781	75,555	259,752	36,111
• Lancaster	57.4	.0259	31.7	15.6	13.7	14.5	31.1	22.7	256,995	46,106	21,773	[illegible]	22,150	27,403	5,461
SUBURBAN TOTAL	296.7	.1340	30.2	12.1	16.2	16.8	25.4	101.7	1,143,723	246,193	79,994	120,345	53,405	232,349	30,650
NORTHEAST PENNSYLVANIA	**634.5**	**.2863**	**36.8**	**11.5**	**13.1**	**16.9**	**35.1**	**231.0**	**2,316,232**	**554,160**	**185,333**	**338,939**	**92,535**	**396,256**	**71,529**
Lackawanna	236.1	.1065	36.9	11.7	12.8	16.8	35.3	86.7	827,243	198,291	59,533	130,372	31,488	142,843	26,514
• Scranton	91.7	.0414	37.8	12.4	11.9	15.6	37.3	35.1	416,507	78,016	24,826	82,008	21,293	84,861	12,916
Luzerne	337.0	.1521	37.5	11.1	13.1	17.1	35.8	122.6	1,170,397	287,847	90,828	161,238	53,901	199,867	36,845
• Hazleton	28.1	.0127	39.9	9.4	12.8	16.7	38.9	10.9	172,087	53,537	15,211	21,427	9,549	23,909	6,186
• Wilkes-Barre	54.4	.0246	38.6	13.1	11.8	15.9	38.0	20.3	188,449	57,663	16,875	24,220	12,753	6,656	6,965
Monroe	61.4	.0277	32.8	13.0	14.1	16.7	30.1	21.7	318,592	68,022	34,972	47,329	7,146	53,546	8,170
SUBURBAN TOTAL	460.3	.2076	36.2	11.2	13.5	17.5	34.0	164.7	1,539,189	364,924	128,421	211,284	48,940	280,530	45,462
PHILADELPHIA	**4,771.5**	**2.1533**	**31.7**	**12.5**	**15.5**	**17.6**	**27.2**	**1,642.8**	**17,376,046**	**3,775,115**	**1,513,495**	**2,252,753**	**757,708**	**3,088,502**	**493,739**
Bucks	475.9	.2147	29.3	11.6	16.9	19.7	20.6	152.5	2,157,009	443,384	160,365	314,848	83,233	483,966	44,190
Bristol Township	64.7	.0292	25.9	14.3	16.8	19.4	15.3	19.1	159,904	63,637	14,932		4,535	34,724	4,439
Chester	307.6	.1389	30.1	13.2	16.0	18.7	23.4	98.1	1,092,132	255,984	75,660	89,410	43,720	239,694	32,497
Delaware	567.2	.2560	32.8	12.6	14.5	18.0	28.7	193.0	2,159,799	482,238	162,235	363,987	78,532	366,839	62,699
Chester	45.1	.0204	31.4	14.5	14.3	15.0	29.9	16.2	94,399	23,930	8,675	1,448	3,148	22,090	2,284
Haverford Township	51.1	.0231	35.6	11.2	12.2	18.4	32.3	16.5	104,255	30,443	8,814	7,924	3,208	6,832	3,253
Upper Darby Township	83.4	.0376	34.8	12.5	15.4	15.8	33.9	31.0	298,029	86,314	22,453	26,973	6,785	35,553	14,124
Montgomery	627.6	.2832	33.3	11.2	15.1	18.9	28.6	215.2	3,040,538	597,432	240,227	404,395	150,607	581,895	75,676
Abington Township	55.4	.0250	35.0	10.9	13.4	18.7	31.2	18.7	256,115	51,974	14,578	63,960	12,018	56,575	4,141
Cheltenham Township	35.3	.0159	41.8	10.2	11.0	17.5	40.5	13.7	137,087	37,999	12,641	33,183	5,482	9,377	8,802
Lower Merion Township	56.6	.0255	39.2	12.6	11.3	17.7	37.2	21.2	428,162	73,542	41,395	39,383	30,067	93,873	12,196

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POPULATION—12/31/79

RETAIL SALES BY STORE GROU
1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Dru ($00
Philadelphia	1,753.9	.7915	32.9	12.9	15.4	16.0	30.7	648.9	4,784,392	1,149,728	534,259	455,756	237,468	615,239	186,9
● Philadelphia	1,753.9	.7915	32.9	12.9	15.4	16.0	30.7	648.9	4,784,392	1,149,728	534,259	455,756	237,468	615,239	186,
Burlington, N. J.	*361.3*	*.1630*	*28.2*	*14.2*	*16.7*	*19.0*	*19.7*	*105.7*	*1,385,641*	*261,432*	*120,906*	*239,113*	*36,166*	*332,588*	*25,*
Willingboro Township	*48.5*	*.0219*	*26.2*	*7.1*	*20.7*	*22.6*	*9.1*	*12.8*	*87,696*	*32,859*	*2,521*	*32,424*	*1,386*	*1,585*	*3,*
Camden, N. J.	*474.1*	*.2140*	*31.3*	*11.5*	*14.9*	*17.6*	*26.8*	*162.6*	*1,897,243*	*430,772*	*162,381*	*237,660*	*105,857*	*313,004*	*51,*
Camden	*84.3*	*.0380*	*26.0*	*12.1*	*13.3*	*13.4*	*24.6*	*30.3*	*143,597*	*32,861*	*14,921*	*3,436*	*9,758*	*25,204*	*8,*
Cherry Hill Township	*71.0*	*.0320*	*30.4*	*7.8*	*15.2*	*23.0*	*20.0*	*21.7*	*521,725*	*96,435*	*46,498*	*93,003*	*35,291*	*120,727*	*8,*
Gloucester, N. J.	*203.9*	*.0920*	*29.8*	*12.2*	*15.9*	*18.0*	*23.7*	*66.8*	*859,292*	*154,145*	*57,462*	*147,584*	*22,125*	*155,277*	*14,8*
SUBURBAN TOTAL	3,017.6	1.3618	31.0	12.2	15.6	18.6	25.1	993.9	12,591,654	2,625,387	979,236	1,796,997	520,240	2,473,263	306,7
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***5,611.9***	***2.5325***	***31.5***	***12.6***	***15.6***	***17.6***	***27.0***	***1,931.3***	***20,691,302***	***4,504,735***	***1,774,594***	***2,720,855***	***931,336***	***3,606,300***	***596,5***
PITTSBURGH	**2,249.7**	**1.0153**	**34.1**	**11.6**	**14.4**	**17.9**	**30.7**	**806.7**	**8,767,860**	**1,869,904**	**714,378**	**1,459,029**	**378,202**	**1,796,644**	**252,3**
Allegheny	1,454.9	.6566	34.3	12.0	14.3	17.7	31.3	527.1	5,873,774	1,239,795	522,020	999,469	256,590	1,180,335	182,8
Penn Hills Township	60.5	.0273	31.8	9.5	15.7	20.7	23.9	19.3	193,458	71,656	11,174	18,268	5,366	45,214	6,5
● Pittsburgh	425.2	.1919	35.4	14.6	13.0	15.7	34.7	166.3	1,663,322	295,760	195,531	290,075	79,830	265,046	59,3
Beaver	204.2	.0921	33.1	11.1	14.3	18.7	28.6	71.2	704,817	167,869	48,879	149,112	24,504	116,920	20,4
Washington	215.1	.0971	33.9	11.4	13.6	17.7	30.8	76.7	821,212	181,494	46,715	102,428	36,183	195,507	14,99
Westmoreland	375.5	.1695	33.6	10.8	14.7	18.6	29.3	131.7	1,368,057	280,746	96,764	208,020	60,925	303,642	34,08
SUBURBAN TOTAL	1,824.5	.8234	33.8	11.0	14.6	18.4	29.8	639.9	7,104,538	1,574,144	518,847	1,168,954	298,372	1,531,598	103,03
READING	**306.5**	**.1383**	**34.9**	**11.6**	**14.5**	**17.8**	**32.0**	**116.9**	**1,217,034**	**243,849**	**97,984**	**186,261**	**44,892**	**234,406**	**21,821**
Berks	306.5	.1383	34.9	11.6	14.5	17.8	32.0	116.9	1,217,034	243,849	97,984	186,261	44,892	234,406	21,82
● Reading	80.3	.0362	38.4	11.7	12.9	15.3	38.1	34.2	287,091	41,342	21,239	24,807	12,746	55,171	4,804
SUBURBAN TOTAL	226.2	.1021	34.1	11.5	15.1	18.7	29.8	82.7	929,943	202,507	76,745	161,454	32,146	179,235	17,01
WILLIAMSPORT	**113.6**	**.0513**	**32.1**	**12.0**	**14.3**	**16.5**	**29.4**	**39.7**	**452,784**	**110,783**	**27,004**	**52,037**	**20,702**	**114,200**	**13,035**
Lycoming	113.6	.0513	32.1	12.0	14.3	16.5	29.4	39.7	452,784	110,783	27,004	52,037	20,702	114,200	13,035
● Williamsport	35.4	.0160	32.0	16.1	12.8	14.0	32.1	13.0	206,594	50,610	11,956	33,665	12,639	38,023	5,79
SUBURBAN TOTAL	78.2	.0353	32.2	10.2	14.9	17.6	28.2	26.7	246,190	60,173	15,048	18,372	8,063	76,177	7,240
YORK	**359.9**	**.1624**	**31.8**	**11.8**	**15.8**	**17.2**	**27.7**	**127.2**	**1,338,668**	**318,917**	**101,444**	**173,376**	**67,411**	**243,984**	**29,249**
Adams	63.8	.0288	29.8	14.0	15.1	15.8	26.4	20.7	184,420	47,441	19,860	9,071	9,656	35,023	3,762
York	296.1	.1336	32.2	11.3	16.0	17.5	28.0	106.5	1,154,248	271,476	81,584	164,305	57,755	208,961	25,487
● York	45.4	.0205	33.7	13.1	14.7	14.1	33.9	18.5	147,731	26,116	12,611	14,538	8,438	28,776	5,6
SUBURBAN TOTAL	314.5	.1419	31.5	11.6	16.1	17.6	26.8	108.7	1,190,937	292,801	88,833	158,838	58,973	215,208	23,634
OTHER COUNTIES															
Armstrong	77.4	.0350	34.0	10.7	13.3	17.2	31.5	27.5	234,395	64,737	17,465	19,740	11,039	54,875	8,007
Bedford	45.6	.0206	32.3	9.5	15.6	16.8	29.0	16.0	169,873	28,315	20,603	8,927	4,639	26,568	2,962
Bradford	59.8	.0270	30.6	10.5	15.5	15.7	27.5	19.7	207,233	44,441	8,775	16,683	5,754	61,579	7,407
Butler	145.0	.0655	30.3	12.8	15.2	16.9	26.0	46.3	509,716	104,386	38,043	54,176	20,592	116,157	12,845
Cameron	6.8	.0030	33.1	10.8	14.0	17.1	30.2	2.8	18,317	6,779	1,098	1,481	318	2,354	577
Centre	111.8	.0504	24.1	32.3	16.3	12.7	16.8	34.2	436,705	114,005	34,261	50,848	19,016	80,203	11,233
Clarion	42.9	.0193	29.7	16.6	13.8	15.0	27.7	13.8	153,405	35,997	10,407	7,907	5,218	35,646	3,689
Clearfield	81.8	.0369	33.4	9.9	13.8	16.2	31.7	28.6	362,412	72,823	13,944	28,227	11,232	88,595	8,706
Clinton	38.6	.0175	31.5	14.3	13.9	17.1	28.1	13.3	160,855	31,309	7,205	6,272	4,741	48,556	3,52
Columbia	61.3	.0276	32.7	14.5	13.7	16.1	30.8	21.4	217,736	51,719	11,164	27,550	5,595	37,319	6,98
Crawford	85.1	.0384	31.7	12.4	14.5	15.4	29.9	29.2	298,927	61,422	23,412	34,726	10,341	70,732	9,68
Elk	36.0	.0162	31.9	10.0	14.8	17.1	28.3	11.8	101,539	27,406	4,907	8,916	4,151	20,678	3,28
Fayette	155.6	.0702	34.4	10.5	12.5	16.7	32.6	54.6	628,226	145,065	34,388	119,988	20,863	123,248	14,96
Forest	5.3	.0024	37.6	7.9	14.3	15.3	37.4	1.8	14,096	3,733	1,780	363	219	2,794	
Franklin	108.2	.0488	31.4	12.1	15.7	17.2	27.1	37.2	374,588	87,800	26,918	40,941	10,312	78,086	14,66
Fulton	12.0	.0054	30.6	10.8	16.8	15.6	26.9	4.3	27,241	5,950	2,267	851	633	9,471	82
Greene	40.4	.0183	33.9	11.4	11.6	15.3	33.5	14.4	101,377	32,229	4,724	7,176	2,567	25,829	2,27
Huntingdon	38.4	.0173	31.5	12.9	15.1	16.4	28.4	13.1	113,570	29,967	7,190	6,576	2,017	28,092	3,149
Indiana	88.1	.0398	28.4	19.2	12.9	14.6	26.8	27.8	313,350	67,616	21,561	40,579	11,338	88,647	5,864
Jefferson	47.6	.0214	34.8	9.6	13.0	16.1	33.7	12.1	162,747	33,357	9,753	11,254	5,257	39,568	6,27
Juniata	18.5	.0084	31.5	10.9	15.4	16.5	28.1	6.3	44,303	10,195	2,070	1,689	1,690	13,886	68
Lawrence	105.8	.0477	33.2	12.2	13.3	17.5	30.1	35.9	375,858	104,492	21,349	42,499	11,819	89,811	14,66
Lebanon	107.8	.0487	32.1	11.7	15.3	17.3	28.3	35.2	425,193	94,138	24,283	61,766	17,001	93,677	9,45
McKean	52.4	.0236	34.3	9.8	13.5	16.0	33.1	19.0	159,091	38,837	9,283	13,198	4,472	42,405	6,4
Mercer	126.4	.0571	32.0	13.0	13.7	17.0	28.9	41.9	487,521	106,182	34,370	61,962	18,165	136,518	11,9

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THREE individual newspapers serving THREE distinct and growing markets in the Suburban Philadelphia Area

Pennsylvania
New Jersey
Bucks
Montgomery
Chester
Del.
Phila.
Burlington
Camden
Gloucester

BUY
- ONE
- TWO
- THREE

at combination discount

National Representative:
LANDON ASSOCIATES, INC.

THE BUCKS - BURLINGTON GROUP
% Bucks County Courier Times
8400 Route 13 • Levittown, Pa. 19057

In Philadelphia, The Bulletin delivers the "at home" reader. And the "at home" reader delivers the sales.

The 1979 Belden Study of Shoppers Who Read Philadelphia Newspapers is providing "landmark" findings for advertisers searching for a quality audience.

It compares daily "at home" readers versus "out of home" readers.

With these results:

"At home" readers spend 26% more time with their newspapers.

"At home" readers are more involved with their newspapers — take specific action like clipping an ad or coupon. (84% versus 70%)

"At home" readers make more purchases. (79% versus 65%)

"At home" readers "shop the ads" more often. (46% versus 30%)

"At home" readers make more trips to advertiser stores. (73% versus 58%)

58% of all shoppers who read a Philadelphia newspaper at home read The Bulletin.

That's in the 8-County Metropolitan Area (SMSA) — where The Bulletin's circulation lead over the Inquirer is 108,820. And 90% of Bulletin readers read The Bulletin at home.

The Bulletin delivers the "at home" reader and the "at home" reader delivers the sales.

That's "House Power." And in Philadelphia, only The Bulletin has it.

"Keep on delivering shoppers, Bulletin. That's why you're Number One."

The Bulletin

Morning, Evening, Weekend, Sunday

Nearly everybody reads The Bulletin

Member Million Market Newspapers, Inc.

PA. (cont.)

ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Mifflin	45.0	.0203	32.4	10.6	15.8	16.8	29.1	16.0	161,054	36,558	10,486	16,552	4,615	28,660	5,578
Montour	16.9	.0077	34.4	10.8	14.1	16.3	32.9	5.0	47,622	9,460	5,473	1,784	2,052	14,049	2,183
Northumberland	100.6	.0454	36.5	9.8	13.6	16.7	34.9	37.6	310,107	63,328	19,107	26,795	9,525	58,235	13,257
Pike	14.9	.0067	39.4	7.7	13.3	15.7	38.9	6.1	38,065	4,943	8,769	1,130	2,045	3,517	255
Potter	17.3	.0078	32.1	10.2	13.9	15.4	30.6	6.1	38,172	16,677	1,573	475	1,628	4,367	1,790
Schuylkill	157.7	.0712	38.7	9.6	12.2	17.6	36.8	58.6	448,508	117,653	25,691	63,789	15,548	79,013	16,804
Snyder	32.1	.0145	29.5	15.3	15.9	[illegible]	25.6	10.0	114,384	16,901	9,923	13,566	2,878	28,483	2,583
Sullivan	5.5	.0025	35.6	9.9	12.0	15.5	35.0	2.0	9,782	3,377	1,354	706	227	1,938	176
☐ Susquehanna	37.8	.0171	31.9	9.9	15.3	15.6	29.7	13.1	68,058	23,892	6,910	1,250	2,527	21,735	2,106
Tioga	41.9	.0189	30.0	14.3	14.7	14.9	27.7	13.5	115,129	26,320	7,699	7,889	3,330	29,279	3,733
Union	32.2	.0145	29.3	18.8	16.8	15.9	24.5	9.7	105,023	30,038	9,527	6,660	3,488	19,649	5,312
Venango	63.1	.0285	32.5	10.7	14.6	17.0	29.4	21.2	188,270	46,816	11,213	21,741	6,334	42,485	4,933
Warren	45.9	.0207	33.2	10.2	15.2	16.9	30.3	15.3	396,849	25,906	8,622	10,157	3,315	31,134	4,264
Wayne	37.1	.0167	35.7	8.8	13.0	16.1	34.6	12.7	114,254	32,784	6,240	8,822	2,285	16,658	4,644
Wyoming	24.6	.0111	29.8	11.0	15.6	15.2	26.7	8.6	87,407	28,242	3,750	5,722	2,021	16,547	2,961
TOTAL METRO COUNTIES	**9,436.1**	**4.2586**	**33.0**	**12.1**	**14.9**	**17.5**	**29.5**	**3,355.6**	**35,578,150**	**7,822,230**	**2,917,590**	**4,969,754**	**1,577,991**	**6,629,225**	**1,024,361**
TOTAL STATE	**11,769.5**	**5.3116**	**32.8**	**12.2**	**14.7**	**17.3**	**29.5**	**4,151.2**	**43,851,050**	**9,684,133**	**3,438,237**	**5,829,837**	**1,846,271**	**8,418,533**	**1,262,971**

P.

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ALLENTOWN - BETHLEHEM - EASTON	**4,901,696**	**19,599**	**4.6**	**13.2**	**34.6**	**31.2**	**.2939**
Corbon	301,152	14,780	6.1	20.8	34.6	14.4	.0190
Lehigh	2,241,879	20,459	4.5	12.3	33.9	34.2	.1390
• Allentown	794,997	17,763	5.9	14.4	33.2	26.3	.0518
Northampton	1,715,359	19,776	4.5	12.7	35.0	31.4	.0975
• Bethlehem	499,741	20,022	4.3	13.0	32.1	33.8	.0348
• Easton	181,935	15,045	6.5	16.4	30.1	20.1	.0119
Warren, N. J.	*643,306*	*19,892*	*4.5*	*12.6*	*34.9*	*31.8*	*.0384*
SUBURBAN TOTAL	3,325,023	20,297	4.2	12.7	35.6	32.8	.1954
ALTOONA	**848,013**	**15,653**	**6.3**	**17.2**	**33.2**	**19.4**	**.0571**
Blair	848,013	15,653	6.3	17.2	33.2	19.4	.0571
• Altoona	364,616	14,640	6.9	17.9	30.7	17.8	.0253
SUBURBAN TOTAL	483,397	16,440	5.8	16.8	35.3	20.6	.0318
ERIE	**1,730,177**	**17,744**	**4.6**	**15.2**	**36.4**	**24.4**	**.1125**
Erie	1,730,177	17,744	4.6	15.2	36.4	24.4	.1125
• Erie	795,963	16,495	5.2	16.2	35.2	20.7	.0493
SUBURBAN TOTAL	931,214	18,987	4.0	14.3	37.7	28.1	.0632
HARRISBURG	**3,667,704**	**20,584**	**4.3**	**13.0**	**30.8**	**36.7**	**.2199**
Cumberland	1,614,027	23,445	3.4	10.6	30.2	45.1	.0968
Dauphin	1,852,667	19,601	4.5	13.7	30.7	33.6	.1106
• Harrisburg	405,615	14,246	6.9	17.8	26.9	20.5	.0252
Perry	201,010	15,031	7.1	20.5	34.8	15.3	.0125
SUBURBAN TOTAL	3,262,089	21,645	2.8	12.2	31.6	39.5	.1947
JOHNSTOWN	**1,877,661**	**18,069**	**5.6**	**14.0**	**32.3**	**27.3**	**.1146**
Cambria	1,328,526	18,760	5.3	13.1	33.0	28.8	.0824
• Johnstown	265,143	15,640	6.3	14.5	32.9	19.3	.0173
Somerset	549,135	16,505	6.2	15.9	30.6	24.4	.0322
SUBURBAN TOTAL	1,612,518	18,553	5.4	13.9	32.2	28.9	.0973
LANCASTER	**2,663,312**	**19,508**	**4.4**	**14.5**	**34.5**	**31.1**	**.1616**
Lancaster	2,663,312	19,508	4.4	14.5	34.5	31.1	.1616
• Lancaster	379,297	14,838	6.3	18.4	31.1	18.4	.0256
SUBURBAN TOTAL	2,284,015	20,534	4.0	13.5	35.3	33.9	.1360
NORTHEAST PENNSYLVANIA	**4,034,531**	**15,657**	**6.2**	**18.1**	**33.2**	**19.3**	**.2603**
Lackawanna	1,505,680	15,456	6.2	18.9	33.1	18.9	.0959
• Scranton	596,725	14,715	6.7	19.3	31.1	17.7	.0408
Luzerne	2,129,728	15,607	6.3	17.8	33.2	19.1	.1358
• Hazleton	201,454	16,733	5.9	15.2	33.7	22.5	.0146
• Wilkes-Barre	341,496	14,740	6.6	18.4	29.9	19.1	.0218
Monroe	399,123	16,791	5.3	16.0	35.1	21.9	.0286
SUBURBAN TOTAL	2,894,856	15,903	6.0	17.9	34.1	19.5	.1831
PHILADELPHIA	**37,585,628**	**20,386**	**4.3**	**12.6**	**31.4**	**35.5**	**2.1791**
Bucks	3,804,184	23,372	[illegible]	9.9	34.0	43.8	.2334
Bristol Township	469,449	23,741	2.1	9.5	36.7	44.6	.0258
Chester	2,523,203	21,976	3.6	11.8	32.0	40.5	[illegible]
Delaware	4,753,272	22,197	3.6	11.0	32.3	40.7	[illegible]
Chester	265,581	14,834	6.2	16.7	31.2	18.2	.0155
Haverford Township	427,129	23,040	3.4	10.8	32.9	43.2	.0213
Upper Darby Township	693,058	20,610	4.1	13.3	34.9	34.8	.0390
Montgomery	6,186,073	24,260	3.0	10.1	29.1	47.8	.3505
Abington Township	548,651	24,589	2.7	8.8	30.6	48.7	.0306

We don't promise a pot of gold . . .

but, quite frankly, our newspapers dominate Pennsylvania's 3rd EBI market. No other media can make that claim. So even though we can't promise gold, we can promise results. For solid proof, call Bob Richelderfer (215) 820-6634 or Story & Kelly-Smith for our latest Beldon CMS.

CALL-CHRONICLE NEWSPAPERS

Allentown
Bethlehem
Easton, Pa

You've got to break some old habits to get to today's Philadelphians.

Nothing is changing faster these days than the Philadelphia scene. Gone with the past is the "tradition" of choosing a single evening paper. The Uni-Buy — The Inquirer and Daily News — is your smart buy today. With 43% more gross daily circulation, the Uni-Buy is way ahead of The Bulletin. And the lead keeps growing.

Uni-Buy circulation lead widens† . . .
1978
126,991 lead (25%)
1979
168,648 lead (36%)
1980
197,536 lead (43%)
The Philadelphia Inquirer
Solomon To Head Phila. Police
The Bulletin
Solomon Top Cop

No wonder the Uni-Buy today is carrying 191% more full-run national automotive display advertising and 38% more financial advertising than the old-fashioned "evening choice."*

Nobody outnumbers us.

Philadelphia Inquirer & Daily News

Ask your Knight-Ridder representative for the fact-filled booklet, "The Uni-Buy That Buys Philadelphia."

*Source: Media Records 1979, full-run. †ABC Publishers' Statements for 6 mos. ending 3/31 each year, computations by PNI Research Dept.

ALTOONA

DELIVERS
—AT SURPRISINGLY
LOW COST!

Reach over 36,000 homes in a market where food sales are usually 10-15% above state average (automobiles, too!) Check these projected figures:

- $600,000,000 Total Sales
- $132,000,000 Food Sales
- $110,000,000 Auto Sales

You'll really like our budget-pleasing line rate! Call Ed Singel for details. (814) 946-7501

Altoona Mirror

PA. (cont.)
ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Cheltenham Township	519,380	29,952	3.1	8.9	18.0	58.8	.0239
Lower Merion Township	941,145	34,238	2.2	7.9	16.8	64.8	.0487
Philadelphia	12,576,477	17,171	5.6	14.7	30.2	26.7	.7085
• Philadelphia	12,576,477	17,171	5.6	14.7	30.2	26.7	.7085
Burlington, N. J.	*2,615,140*	*21,508*	*3.7*	*12.7*	*34.4*	*37.9*	*.1602*
Willingboro Township	*304,958*	*22,794*	*1.8*	*7.7*	*45.4*	*39.6*	*.0168*
Camden, N. J.	*3,737,673*	*21,174*	*4.2*	*12.1*	*30.7*	*38.0*	*.2223*
Camden	*479,252*	*14,043*	*7.1*	*18.2*	*29.3*	*17.2*	*.0273*
Cherry Hill Township	*736,481*	*31,680*	*1.6*	*5.5*	*18.1*	*69.7*	*.0468*
Gloucester, N. J.	*1,389,606*	*19,788*	*4.1*	*13.0*	*38.0*	*30.1*	*.0904*
SUBURBAN TOTAL	25,009,151	22,365	3.5	11.2	32.2	41.3	1.4706
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***44,498,877***	***20,484***	***4.3***	***12.6***	***31.4***	***35.8***	***2.5805***
PITTSBURGH	**16,718,077**	**18,569**	**4.6**	**13.6**	**34.5**	**28.4**	**1.0156**
Allegheny	11,364,556	18,856	4.6	13.3	32.9	30.3	.6808
Penn Hills Township	425,986	21,232	3.1	12.2	41.3	33.7	.0252
• Pittsburgh	3,046,289	15,293	6.1	15.9	29.6	21.4	.1887
Beaver	1,454,542	19,344	3.9	12.8	38.4	28.4	.0871
Washington	1,382,527	17,0[illegible]	4.7	14.5	37.0	21.5	.0898
Westmoreland	2,516,452	18,050	4.7	14.8	37.9	24.5	.1579
SUBURBAN TOTAL	13,671,788	19,316	4.2	13.0	35.9	30.1	.8269
READING	**2,479,994**	**19,786**	**4.7**	**13.4**	**33.6**	**31.6**	**.1455**
Berks	2,479,994	19,786	4.7	13.4	33.6	31.6	.1455
• Reading	581,025	15,308	6.5	16.7	31.3	19.8	.0349
SUBURBAN TOTAL	1,898,969	21,449	3.9	12.0	34.6	36.5	.1106
WILLIAMSPORT	**686,952**	**15,937**	**5.6**	**17.9**	**35.3**	**18.7**	**.0468**
Lycoming	686,952	15,937	5.6	17.9	35.3	18.7	.0468
• Williamsport	203,728	13,748	6.3	18.5	30.1	14.7	.0165
SUBURBAN TOTAL	483,224	16,967	5.3	17.6	37.7	20.7	.0303
YORK	**2,593,419**	**18,777**	**4.7**	**14.0**	**36.1**	**27.7**	**.1578**
Adams	464,273	19,132	4.8	13.4	34.3	29.9	.0264
York	2,129,146	18,712	4.7	14.1	36.6	27.2	.1314
• York	282,063	13,622	6.9	17.8	31.0	14.0	.0178
SUBURBAN TOTAL	2,311,356	19,565	4.4	13.3	37.0	30.0	.1400
OTHER COUNTIES							
Armstrong	457,765	15,479	5.5	18.0	35.3	16.8	.0292
Bedford	255,971	14,193	6.2	18.9	31.6	15.2	.0177
Bradford	329,091	15,197	6.1	18.9	34.2	16.6	.0226
Butler	873,588	18,037	3.9	14.1	39.3	23.6	.0574
Cameron	47,458	16,039	8.3	20.5	36.5	17.0	.0028
Centre	636,121	15,216	6.4	17.8	30.6	20.2	.0444
Clarion	244,614	15,834	5.8	15.6	33.7	19.4	.0165
Clearfield	505,488	16,318	5.8	14.7	31.7	22.8	.0354
Clinton	222,010	15,431	6.1	19.8	36.4	15.7	.0157
Columbia	360,112	15,251	6.1	20.5	35.4	15.7	.0240
Crawford	463,608	14,605	6.0	20.4	33.9	14.4	.0322
Elk	202,125	16,011	5.3	20.8	37.7	17.0	.0130
Fayette	845,695	14,144	7.1	16.1	31.2	15.9	.0613
Forest	31,725	17,075	6.2	14.7	34.9	21.5	.0020
Franklin	599,460	14,887	6.5	22.3	34.9	14.5	.0410
Fulton	61,560	12,498	7.9	23.1	28.9	9.8	.0039
Greene	214,430	13,461	6.8	15.2	30.9	14.4	.0136
Huntingdon	204,055	13,860	7.0	20.5	30.3	15.0	.0137
Indiana	589,283	18,285	5.4	13.6	30.1	30.0	.0366
Jefferson	277,449	14,831	5.7	17.3	32.2	17.2	.0184
Juniata	99,208	14,596	7.0	20.7	34.1	14.1	.0062
Lawrence	632,896	16,620	4.8	15.9	37.4	19.6	.0418
Lebanon	673,368	17,560	5.3	17.0	38.4	22.4	.0449
McKean	302,705	14,761	6.3	19.9	34.9	13.9	.0195
Mercer	739,902	16,957	4.7	15.2	40.1	19.1	.0506
Mifflin	240,098	13,751	6.6	22.4	33.0	11.5	.0171
Montour	95,208	17,016	5.2	17.2	35.0	22.6	.0060
Northumberland	567,735	14,022	6.4	20.5	32.5	13.3	.0370
Pike	96,486	13,887	7.5	19.3	29.4	16.1	.0056
Potter	91,857	13,527	6.5	22.0	31.3	12.4	.0057
Schuylkill	893,380	14,165	6.8	19.4	32.8	13.9	.0570
Snyder	186,669	17,060	5.6	16.5	36.4	21.9	.0125
Sullivan	33,925	13,948	5.4	19.2	25.7	20.0	.0018
☐ Susquehanna	195,705	13,347	7.7	22.3	31.2	11.4	.0125
Tioga	218,051	14,449	6.1	20.9	[illegible]	15.5	.0144
Union	187,383	16,322	5.6	18.5	[illegible]	22.5	[illegible]
Venango	376,585	15,982	5.4	17.3	35.6	18.7	.0237
Warren	286,283	17,078	4.9	16.1	36.5	22.0	.0264
Wayne	196,125	13,638	7.7	20.5	31.2	13.7	.0133
Wyoming	119,093	12,960	8.1	22.8	31.2	9.4	.0089
TOTAL METRO COUNTIES	**71,597,144**	**19,031**	**4.7**	**13.7**	**32.8**	**30.7**	**4.2659**
TOTAL STATE	**85,055,709**	**18,265**	**4.9**	**14.5**	**33.0**	**28.3**	**5.1719**

The Globe-Times

THE GLOBE-TIMES is the MEAT in the SANDWICH of Penna.'s 3rd largest market!

If you're not using The Globe-Times you're missing thousands of homes in the most lucrative segment of this big metro-market.

ONLY The Globe-Times delivers to 3 out of 4 homes in the BETHLEHEM CITY ZONE.

Median Household EBI

ALLENTOWN	$17,763
BETHLEHEM	$20,002
EASTON	$15,045

Nationally Marketed by LANDON ASSOCIATES, INC.

Make an Impact on the Third Largest Corporate Power Center

23 Fortune 500 companies, more than 25 other major corporations make Pittsburgh the nation's third largest headquarters city.

Decisions made in Pittsburgh every day are important in shaping the nation's and the world's business environment.

Alcoa, Dravo, Gulf Oil, H. J. Heinz, Koppers, PPG, Rockwell International, Westinghouse, U.S. Steel and a host of other major companies are central to Pittsburgh's strength.

It takes tremendous financial power to support these significant corporate forces. Three of the nation's top 100 banks, Mellon, Equibank and Pittsburgh National, help provide this support. Their assets total more than 23 billion.

Take another look at Pittsburgh—soon. You'll be surprised at what you find!

Surprising Pittsburgh

The Pittsburgh Post-Gazette

The Pittsburgh Press
a Scripps Howard-newspaper

Represented nationally by Story & Kelly-Smith, Inc.

In the Primary Retail Market (PRM), the Providence Journal-Bulletin gives you 73.9% coverage and the Sunday Journal 68.5% coverage.

The daily Journal-Bulletin reaches 176,775 households in the PRM and the Sunday Journal 163,763 households.

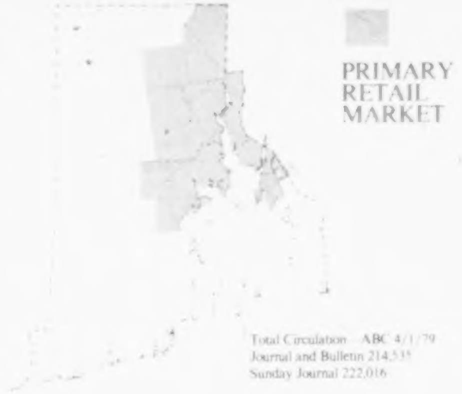
And the PRM is where the action is: 73.5% of occupied households, 72.5% of car expenditures (new and used), 67.3% of furniture expenditures, 75.5% of apparel expenditures, 70.6% of food at home expenditures, 87.9% of food away from home expenditures, 70.3% of non-prescription drug expenditures.

In the entire state of Rhode Island, both the Journal-Bulletin and Sunday Journal have over 60% coverage.

Write or call Bill Peckham, General Advertising Manager, Providence Journal Co., 75 Fountain St., Providence, RI 02902/(401)277-7172, or contact Cresmer, Woodward, O'Mara & Ormsbee, Inc.

The Providence Journal-Bulletin

Source: Households—ABC 1979 estimate and PJB research dept. 1979 estimate; Circulation—ABC 4/1/79; ©S&MM 1979 Survey of Buying Power; PJB research dept., Urban Decision Systems 1980 estimates



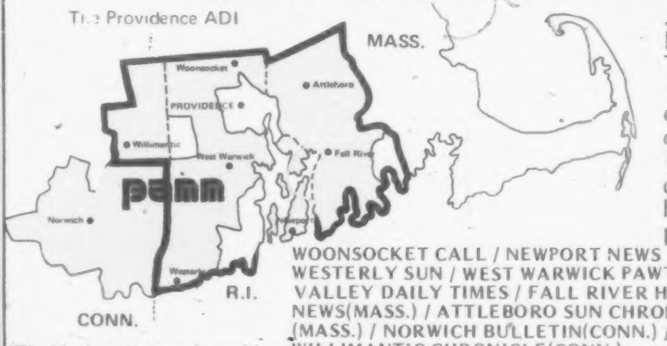
Total Circulation—ABC 4/1/79
Journal and Bulletin 214,535
Sunday Journal 222,016

RHODE ISLAND

R.I. ESTIMATES

METRO AREA / County / City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PROVIDENCE - WARWICK - PAWTUCKET	**849.2**	**.3832**	**32.4**	**13.2**	**14.4**	**16.6**	**29.7**	**297.7**	**2,817,974**	**652,069**	**234,638**	**330,311**	**106,231**	**464,470**	**91,826**
Bristol	46.5	.0210	32.2	11.9	14.4	18.7	27.3	15.2	101,042	28,808	8,209	1,345	3,685	22,679	4,622
Kent	152.3	.0687	31.4	11.4	15.5	18.5	25.9	50.9	680,077	140,525	53,967	166,879	14,273	103,735	16,944
• Warwick	89.1	.0402	32.5	10.6	14.2	19.2	27.2	29.3	496,258	86,691	38,912	163,014	10,159	63,459	8,718
Providence	561.5	.2534	33.8	12.9	13.9	16.2	32.2	204.0	1,732,886	411,663	142,388	144,853	76,628	288,940	61,278
Cranston	75.1	.0339	36.2	11.1	13.2	18.1	33.3	25.5	180,934	44,987	19,409	9,974	11,823	21,482	10,412
East Providence	50.1	.0226	33.2	11.1	14.9	16.7	30.6	17.6	169,416	42,152	11,137	8,314	9,416	57,026	7,195
• Pawtucket	71.1	.0321	35.6	11.4	13.2	16.1	34.6	26.8	251,037	52,251	12,124	22,465	8,980	50,407	9,233
• Providence	160.4	.0724	33.6	16.6	13.8	13.7	34.4	62.8	497,419	84,725	41,829	44,485	28,223	80,372	15,070
Woonsocket	45.9	.0207	33.4	12.2	13.8	15.4	32.4	17.3	133,908	31,565	11,762	9,566	6,784	23,532	5,589
Washington	88.9	.0401	26.6	18.9	15.7	14.7	22.1	27.6	303,969	71,073	30,074	17,234	11,645	49,116	8,982
SUBURBAN TOTAL	528.6	.2385	31.7	12.9	14.7	17.1	28.2	178.8	1,573,260	428,402	141,773	100,347	58,869	270,232	58,803
OTHER COUNTIES															
Newport	83.9	.0379	27.6	17.1	15.3	15.6	23.1	26.6	240,092	50,977	32,331	15,101	5,503	38,573	8,991
TOTAL METRO COUNTIES	**849.2**	**.3832**	**32.4**	**13.2**	**14.4**	**16.6**	**29.7**	**297.7**	**2,817,974**	**652,069**	**234,638**	**330,311**	**106,231**	**464,470**	**91,826**
TOTAL STATE	**933.1**	**.4211**	**32.0**	**13.6**	**14.5**	**16.5**	**29.1**	**324.3**	**3,058,066**	**703,046**	**266,969**	**345,412**	**111,734**	**503,043**	**100,817**

It takes 2 buys to dominate the Providence ADI



. . .PANN (the Providence Area Newspaper Network) and the Providence Journal-Bulletin Together they dominate the ADI with 65.8%.

- The PANN market is comprised of 56 contiguous townships accounting for 52% of the ADI households.
- The PANN Newspaper Network (8 strong daily newspapers) covers 25.8% of the ADI households with 134,733 ADI circulation; plus a total circulation of 176,309.

WOONSOCKET CALL / NEWPORT NEWS WESTERLY SUN / WEST WARWICK PAWTUXET VALLEY DAILY TIMES / FALL RIVER HERALD NEWS(MASS.) / ATTLEBORO SUN CHRONICLE (MASS.) / NORWICH BULLETIN(CONN.) / WILLIMANTIC CHRONICLE(CONN.)

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LANDON ASSOCIATES, INC.

pann
PROVIDENCE AREA NEWSPAPER NETWORK

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ESTIMATES

METRO AREA County City	EFFECTIVE BUYING INCOME 1979 Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
PROVIDENCE - WARWICK -							
PAWTUCKET	**6,032,293**	**17,940**	**5.0**	**14.7**	**32.9**	**27.0**	**.3584**
Bristol	325,430	18,282	4.8	16.2	34.1	27.9	.0177
Kent	1,123,985	20,551	3.8	12.6	36.3	33.5	.0715
● Warwick	669,794	21,160	3.8	11.7	35.7	35.9	.0455
Providence	3,943,822	17,057	5.4	15.1	31.8	24.8	.2311
Cranston	602,647	20,444	4.3	13.7	32.6	35.5	.0315
East Providence	354,489	18,802	4.7	14.7	36.6	27.5	.0219
● Pawtucket	469,836	16,176	5.7	15.7	32.7	21.3	.0294
● Providence	1,113,345	14,036	6.6	16.4	27.6	19.3	.0657
Woonsocket	280,655	14,812	5.7	17.1	32.3	17.1	.0173
Washington	639,056	18,938	4.9	15.2	32.1	30.5	.0381
SUBURBAN TOTAL	3,779,318	18,864	4.6	14.5	34.1	29.1	.2178
OTHER COUNTIES							
Newport	575,997	15,207	6.3	19.4	30.9	19.9	.0334
TOTAL METRO COUNTIES	**6,032,293**	**17,940**	**5.0**	**14.7**	**32.9**	**27.0**	**.3584**
TOTAL STATE	**6,608,290**	**17,699**	**5.1**	**15.1**	**32.6**	**26.4**	**.3918**

SOUTH CAROLINA

S.C.

ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
△ **ANDERSON**	**122.8**	**.0554**	**31.2**	**11.7**	**16.8**	**17.3**	**26.3**	**44.5**	**505,037**	**121,215**	**28,152**	**67,570**	**28,247**	**111,468**	**14,607**
Anderson	122.8	.0554	31.2	11.7	16.8	17.3	26.3	44.5	505,037	121,215	28,152	67,570	28,247	111,468	14,607
● Anderson	33.4	.0151	32.9	12.3	13.6	16.8	30.3	12.5	301,747	51,411	18,854	57,210	16,356	67,522	7,661
SUBURBAN TOTAL	89.4	.0403	30.7	11.4	18.0	17.5	24.8	32.0	203,290	69,804	9,298	10,360	11,891	43,946	6,946
CHARLESTON - NORTH CHARLESTON	**398.2**	**.1797**	**25.5**	**16.4**	**17.5**	**15.7**	**17.7**	**124.0**	**1,354,735**	**312,335**	**111,609**	**190,986**	**67,843**	**255,416**	**36,460**
Berkeley	82.8	.0374	24.9	12.1	19.0	15.9	15.0	23.8	118,371	52,120	5,983	6,066	4,258	13,634	3,837
Charleston	262.4	.1184	25.5	18.8	17.0	15.6	18.2	83.9	1,096,703	217,096	99,558	173,375	56,994	206,772	28,199
● Charleston	57.0	.0257	29.5	16.0	13.6	15.7	26.8	20.9	419,804	78,168	44,680	62,249	25,173	75,010	10,308
● North Charleston	65.2	.0294	23.8	34.0	20.9	12.9	10.2	16.3	280,824	48,004	25,241	41,288	21,666	49,890	3,519
Dorchester	53.0	.0239	26.7	11.2	17.2	16.4	19.3	16.3	139,661	43,119	6,068	11,545	6,591	35,010	4,424
SUBURBAN TOTAL	276.0	.1246	25.8	12.3	17.5	16.4	17.5	86.8	654,107	186,163	41,688	87,449	21,004	130,516	22,633
COLUMBIA	**388.2**	**.1752**	**26.3**	**19.0**	**17.2**	**15.8**	**19.2**	**117.9**	**1,484,835**	**319,640**	**119,008**	**218,291**	**70,559**	**300,448**	**42,175**
Lexington	135.5	.0611	28.3	12.5	19.8	17.4	19.3	44.8	392,179	120,065	33,332	31,227	11,755	77,930	8,462
Richland	252.7	.1141	25.0	22.4	15.8	15.0	19.1	73.1	1,092,656	199,573	85,676	187,064	58,804	222,518	33,713
● Columbia	114.3	.0516	24.3	32.4	13.4	12.2	21.1	32.1	532,576	62,362	43,258	93,343	39,167	133,031	20,911
SUBURBAN TOTAL	273.9	.1236	27.4	13.4	18.7	17.4	18.4	85.8	952,259	257,278	75,750	124,948	31,402	167,417	21,264
GREENVILLE - SPARTANBURG	**546.8**	**.2468**	**29.9**	**13.9**	**17.4**	**17.2**	**24.0**	**188.8**	**2,155,406**	**492,344**	**172,291**	**274,998**	**99,940**	**422,423**	**75,297**
Greenville	275.7	.1244	29.9	13.2	17.9	17.4	23.5	95.5	1,156,223	250,113	88,241	176,604	53,189	215,473	36,899
● Greenville	56.4	.0255	31.1	15.7	14.3	16.7	27.8	20.6	523,407	71,139	42,176	112,763	35,196	95,673	18,363
Pickens	72.6	.0328	27.8	19.8	16.5	15.7	22.4	23.7	232,423	66,947	21,752	11,708	10,474	49,707	9,849
Spartanburg	198.5	.0896	30.7	12.8	17.0	17.3	25.4	69.6	766,760	175,284	62,298	86,686	36,277	157,243	28,549
● Spartanburg	46.9	.0212	31.3	14.4	14.9	16.4	28.1	16.9	473,605	101,694	45,188	51,624	20,206	102,753	20,890
SUBURBAN TOTAL	443.5	.2001	29.7	13.6	17.9	17.3	23.2	151.3	1,158,394	319,511	84,927	110,611	44,538	223,997	36,044
OTHER COUNTIES															
Abbeville	22.3	.0101	31.4	13.6	14.2	16.0	28.9	7.9	38,067	16,374	1,761	2,427	1,579	6,125	2,173
Aiken	100.7	.0454	29.6	11.4	16.9	18.1	22.7	34.0	305,916	89,966	16,334	30,768	10,193	58,883	17,658
Allendale	10.3	.0047	28.9	12.4	13.5	14.6	27.2	3.3	20,396	6,461	1,407	449	805	2,745	1,185
Bamberg	16.9	.0076	24.6	17.4	11.9	12.9	24.3	5.0	34,619	11,648	1,440	4,517	1,263	4,100	1,218
Barnwell	19.5	.0088	28.6	11.6	13.8	15.5	25.6	6.3	50,337	18,760	1,587	2,087	2,838	12,652	1,253
Beaufort	59.4	.0268	22.3	28.4	14.6	10.7	13.6	16.1	213,235	50,202	17,074	19,732	17,975	30,275	6,162
Calhoun	11.7	.0053	29.3	11.1	13.4	13.7	28.6	3.6	16,381	4,837	541	138	853	4,917	843
Cherokee	43.7	.0197	30.0	12.5	16.4	16.5	25.3	15.0	129,976	35,457	9,395	7,623	3,868	22,393	4,771
Chester	31.5	.0142	30.5	11.6	14.6	15.8	27.6	10.4	74,250	22,598	4,991	4,624	3,037	14,822	3,966
Chesterfield	35.2	.0159	29.1	12.2	16.2	15.6	24.8	11.4	96,867	31,568	4,062	6,957	3,883	19,810	5,499
Clarendon	28.9	.0131	26.7	12.2	13.1	14.4	24.8	8.3	72,077	21,737	4,173	5,078	1,333	11,281	2,519

TEST MARKETING

The News and Courier / THE EVENING POST

in CHARLESTON, S.C.

cuts the risks

Nielsen Data Market
*Charleston S.C.

*Indicates cities in which the company maintains permanent distribution, merchandising and auditing services.

S.C. (cont.)

S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
Colleton	30.7	.0138	29.6	11.3	13.9	15.5	27.1	9.9	64,288	20,926	3,900	6,946	2,872	6,062	3,035
Darlington	58.1	.0262	28.0	12.5	15.8	16.0	23.0	18.5	149,857	42,410	10,704	12,309	5,010	22,492	6,994
Dillon	30.1	.0136	26.1	12.2	13.7	14.6	23.3	8.8	87,202	25,491	2,277	5,961	3,711	12,606	3,225
Edgefield	16.7	.0076	28.7	12.5	14.4	15.8	25.1	5.2	39,015	7,856	497	889	2,194	18,165	1,238
Fairfield	20.3	.0091	28.3	12.0	13.5	14.7	26.2	5.9	43,926	17,338	1,628	2,461	813	7,527	1,661
Florence	102.1	.0461	27.9	12.0	16.6	16.3	22.0	32.9	424,146	87,616	22,940	62,246	22,691	83,020	10,231
Georgetown	40.9	.0185	25.9	11.5	13.6	15.3	22.4	12.1	146,132	34,460	13,143	9,838	5,274	33,015	5,075
Greenwood	53.7	.0242	31.4	11.8	16.2	17.6	26.5	18.9	207,716	48,992	12,169	22,099	11,282	32,557	6,585
Hampton	17.3	.0078	28.3	11.8	13.5	14.5	26.5	5.8	56,289	18,345	1,413	5,407	2,927	8,912	1,649
Horry	94.3	.0426	27.6	12.5	15.6	16.3	22.1	30.7	513,003	91,017	65,611	71,455	22,507	96,667	17,027
Jasper	14.9	.0067	28.5	10.3	13.7	14.8	26.3	4.6	41,836	8,257	4,280	230	774	4,909	219
Kershaw	35.4	.0160	29.3	11.9	15.6	16.6	24.5	11.8	106,623	30,930	5,859	10,778	4,776	22,964	2,249
Lancaster	48.5	.0219	29.1	12.6	17.2	16.7	23.2	15.8	147,041	41,127	7,175	15,591	8,087	27,908	6,442
Laurens	52.4	.0236	30.8	12.8	16.1	16.3	27.0	16.7	117,593	32,133	7,458	13,732	3,679	26,555	3,990
Lee	18.0	.0082	26.9	11.6	12.8	14.9	24.7	5.1	24,792	9,333	2,331	1,687	764	4,746	289
McCormick	7.9	.0036	26.5	13.0	13.9	13.4	24.7	2.4	9,423	5,411	368	270	197	901	533
Marion	33.3	.0150	27.9	12.2	13.3	15.5	25.0	10.7	83,844	28,708	2,880	7,224	4,630	15,836	3,682
Marlboro	28.7	.0130	28.0	12.0	14.3	15.0	24.9	9.2	68,118	23,455	3,728	5,559	2,335	16,578	2,717
Newberry	31.5	.0142	33.1	12.3	13.8	15.7	31.7	10.9	100,067	25,093	4,000	7,451	4,916	27,588	3,993
Oconee	46.7	.0211	30.5	11.8	18.1	16.5	25.3	17.0	142,308	40,896	6,209	9,742	7,454	27,686	7,018
Orangeburg	80.2	.0361	27.4	14.0	14.1	14.9	24.3	24.6	248,881	54,563	15,370	24,724	9,414	51,910	7,850
Saluda	15.0	.0067	31.3	10.9	14.4	15.9	28.8	4.7	26,058	9,893	743	1,096	772	5,102	1,405
Sumter	84.1	.0380	25.2	15.3	16.4	15.6	18.3	25.2	278,025	59,265	16,032	24,628	14,935	65,632	7,211
Union	32.7	.0147	31.6	11.5	16.1	16.7	27.8	11.4	70,029	22,434	3,437	4,514	1,937	9,652	3,720
Williamsburg	36.7	.0166	25.3	12.1	12.6	14.7	23.1	10.4	75,279	19,376	2,540	4,449	4,545	21,567	2,381
York	101.6	.0456	28.5	14.6	16.0	16.4	23.2	33.0	331,765	85,787	30,814	38,010	12,596	66,006	11,865
TOTAL METRO COUNTIES	**1,556.7**	**.7025**	**28.0**	**15.5**	**17.3**	**16.5**	**21.3**	**509.2**	**5,805,929**	**1,335,500**	**447,394**	**782,613**	**276,782**	**1,148,638**	**180,197**
TOTAL STATE	**2,967.9**	**1.3394**	**28.0**	**14.4**	**16.2**	**16.1**	**22.6**	**958.7**	**10,155,390**	**2,446,254**	**741,331**	**1,205,541**	**475,308**	**1,994,321**	**332,070**

S.C.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group: (A) $8,000–$9,999; (B) $10,000–$14,999; (C) $15,000–$24,999; (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
△ **ANDERSON**	**793,100**	**16,254**	**5.7**	**17.7**	**32.3**	**22.2**	**.0527**
Anderson	793,100	16,254	5.7	17.7	32.3	22.2	.0527
● Anderson	232,572	15,513	6.6	16.6	27.9	23.7	.0204
SUBURBAN TOTAL	560,528	16,525	5.4	18.1	33.9	21.6	.0323
CHARLESTON - NORTH CHARLESTON	**2,302,424**	**15,113**	**5.9**	**17.2**	**28.5**	**21.9**	**.1529**
Berkeley	390,193	14,568	5.2	19.2	29.2	19.0	.0236
Charleston	1,662,216	15,632	5.9	16.2	28.1	23.9	.1121
● Charleston	374,723	13,968	6.2	15.3	23.8	23.2	.0309
● North Charleston	436,502	14,561	7.0	18.9	29.9	18.4	.0289
Dorchester	250,015	13,771	6.8	19.5	29.5	15.6	.0172
SUBURBAN TOTAL	1,491,199	15,456	5.6	17.3	29.5	22.1	.0931

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group: (A) $8,000–$9,999; (B) $10,000–$14,999; (C) $15,000–$24,999; (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
COLUMBIA	**2,545,816**	**17,820**	**5.5**	**15.5**	**29.4**	**29.5**	**.1639**
Lexington	868,009	18,082	5.3	15.5	32.1	27.9	.0524
Richland	1,677,807	17,642	5.5	15.6	27.8	30.3	.1115
● Columbia	758,311	14,943	6.6	17.0	25.1	24.7	.0517
SUBURBAN TOTAL	1,787,505	18,801	5.0	15.0	31.1	31.2	.1122
GREENVILLE - SPARTANBURG	**3,659,282**	**17,117**	**5.7**	**16.3**	**30.2**	**26.7**	**.2351**
Greenville	1,970,576	18,453	5.2	14.7	29.8	30.9	.1248
● Greenville	445,859	16,982	6.2	13.4	24.9	31.1	.0366
Pickens	398,529	14,751	7.0	19.8	33.1	15.9	.0267
Spartanburg	1,290,177	16,388	5.9	17.2	30.1	24.6	.0836
● Spartanburg	348,230	16,421	6.2	15.5	23.6	30.3	.0310
SUBURBAN TOTAL	2,865,193	17,196	5.5	16.7	31.9	25.7	.1675

In South Carolina, Metro Greenville is the No. 1:

☐ Food Market
☐ Automotive Market
☐ Home Furnishings Market
☐ Building Supply Market
☐ Drugstore Market
☐ Market for Effective Buying Income
☐ Apparel/Accessories Market
☐ White-collar Employment Market
☐ Market for Population
☐ Market for Households
☐ Market for Total Retail Sales
☑ ALL OF THE ABOVE

Metro Greenville is the first and only $2 billion market for total retail sales in South Carolina. Reach it efficiently with

The Greenville News and **GREENVILLE PIEDMONT**

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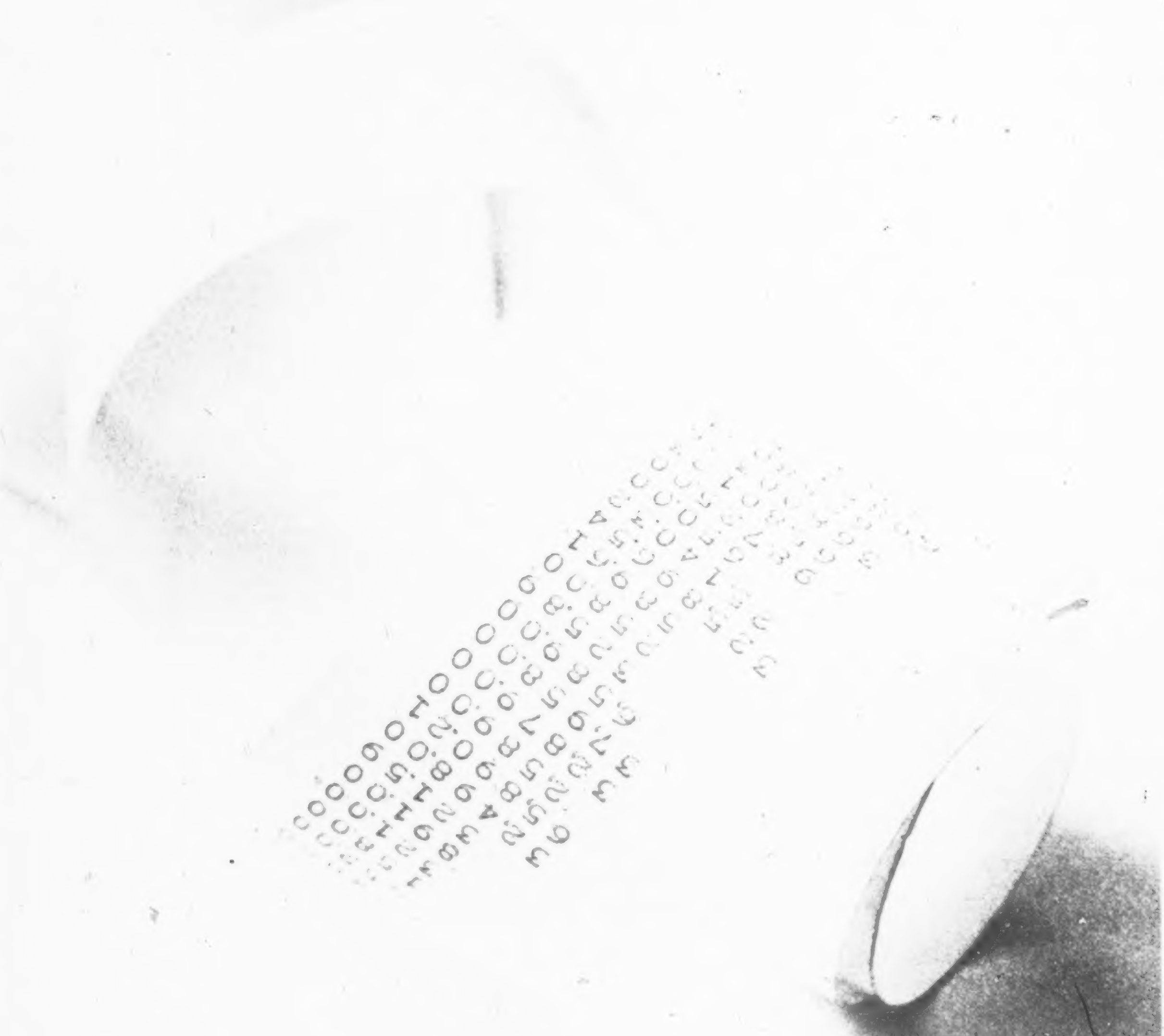
Sources: ° S&MM 1979 Survey of Buying Power. ° S&MM 1979 Survey of Buying Power Forecaster's Handbook. Further reproduction prohibited. S.C. Employment Security Commission, 1979. Metro Greenville is the Greenville/Spartanburg SMSA. Contact your nearest Sawyer-Ferguson-Walker office or call Greenville, S.C., 803/298-4342.

The only numbers worth counting are the numbers that count.



So, when you're buying South Carolina, all you need to remember is this: we deliver more papers every day than anybody in South Carolina (152,972), to an audience with the highest per household income in South Carolina ($21,593), for the lowest cost-per-thousand in South Carolina ($8.89). Are there really any other numbers worth counting?

The Columbia State & Record
The Myrtle Beach Sun News

Sources: ABC Publisher's Statements 3-31-80 and © 1980 S&MM Survey of Buying Power.

Represented by Story & Kelly-Smith, Inc

S.C. (cont.)
ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Abbeville	129,516	14,903	6.3	18.6	29.4	20.2	.0074
☐ Aiken	697,299	18,709	4.8	14.1	28.4	32.2	.0408
Allendale	42,899	10,098	7.1	15.3	23.2	11.7	.0030
Bamberg	67,213	11,209	8.7	18.5	24.3	11.9	.0047
Barnwell	106,942	15,342	6.8	13.4	28.3	22.7	.0068
Beaufort	364,104	14,794	6.8	18.3	26.3	22.9	.0239
Calhoun	54,940	12,294	6.9	14.9	21.4	21.2	.0032
Cherokee	259,434	15,623	6.6	17.9	32.7	19.5	.0164
Chester	178,451	15,400	6.4	16.3	28.8	22.4	.0108
Chesterfield	190,369	14,493	7.1	18.3	28.5	19.5	.0124
Clarendon	107,335	9,568	8.3	16.7	19.1	12.4	.0083
Colleton	132,236	11,026	8.2	18.0	23.4	12.7	.0091
Darlington	310,288	14,161	6.8	16.3	26.4	20.9	.0198
Dillon	136,718	12,311	7.8	16.3	23.9	17.7	.0099
Edgefield	95,935	14,960	6.0	15.0	22.7	27.2	.0058
Fairfield	101,157	14,404	6.9	15.5	24.1	24.1	.0064
Florence	619,449	15,947	6.2	15.5	26.8	26.0	.0428
Georgetown	233,932	16,096	6.0	14.3	25.0	28.1	.0159
Greenwood	367,232	17,683	4.9	16.1	31.4	27.6	.0232

ESTIMATES

EFFECTIVE BUYING INCOM 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buy Po- Inc
Hampton	83,544	11,502	7.8	18.4	24.3	13.4	.00
Horry	570,654	14,878	6.9	16.7	26.1	23.6	.04
Jasper	56,673	9,943	7.1	17.3	22.6	9.8	.00
Kershaw	224,119	17,098	5.1	13.7	28.8	27.5	.01
Lancaster	249,613	15,244	6.9	18.9	35.7	15.2	.01
Laurens	313,509	17,101	5.5	16.5	31.5	25.7	.01
Lee	85,695	11,770	7.1	13.5	20.3	22.0	.00
McCormick	29,705	9,710	8.7	16.6	23.9	8.4	.00
Marion	142,075	10,385	8.1	16.8	23.0	11.5	.01
Marlboro	129,516	12,054	8.1	18.1	26.5	13.3	.00
Newberry	174,070	14,431	6.9	16.8	30.8	17.2	.01
Oconee	259,670	14,331	7.2	20.5	34.9	12.5	.01
Orangeburg	389,036	12,257	7.8	15.9	23.4	18.6	.02
Saluda	83,538	15,458	6.3	15.0	30.0	21.5	.00
Sumter	443,298	14,196	7.3	17.8	26.4	20.8	.03
Union	168,072	13,970	7.6	20.0	34.3	11.4	.01
Williamsburg	132,634	10,010	8.4	18.1	21.0	10.9	.01
York	646,516	18,045	5.5	15.5	30.8	28.4	.04
TOTAL METRO COUNTIES	**9,997,921**	**16,777**	**5.6**	**16.3**	**29.8**	**26.1**	**.64**
TOTAL STATE	**17,680,008**	**15,689**	**6.2**	**16.5**	**28.7**	**23.5**	**1.15**

SOUTH DAKOTA

S.D.
ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROU 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Dru ($00
RAPID CITY	**96.0**	**.0433**	**25.8**	**16.2**	**16.2**	**15.9**	**19.2**	**31.8**	**491,890**	**91,428**	**48,215**	**53,849**	**27,146**	**101,252**	**12,**
Meade	21.4	.0097	26.3	18.0	16.5	17.9	17.7	6.0	48,031	14,809	2,227	1,851	565	8,675	1,
Pennington	74.6	.0336	25.7	15.7	16.2	15.3	19.6	25.8	443,859	76,619	45,988	51,998	26,581	92,577	11,
• Rapid City	53.6	.0242	25.4	16.8	14.9	15.7	20.0	18.6	420,522	73,030	42,116	51,857	26,543	92,446	6,
SUBURBAN TOTAL	42.4	.0191	26.3	15.5	18.0	16.2	18.0	13.2	71,368	18,398	6,099	1,992	603	8,806	6,
SIOUX FALLS	**105.5**	**.0476**	**29.5**	**13.5**	**15.7**	**16.2**	**25.2**	**35.8**	**677,340**	**92,753**	**55,821**	**85,178**	**27,144**	**135,021**	**38,**
Minnehaha	105.5	.0476	29.5	13.5	15.7	15.2	25.2	35.8	677,340	92,753	55,821	85,178	27,144	135,021	38,
• Sioux Falls	76.3	.0344	29.5	14.6	15.7	16.6	24.7	26.6	558,560	75,446	50,811	83,130	26,180	90,473	37
SUBURBAN TOTAL	29.2	.0132	29.7	10.4	15.9	15.2	26.4	9.2	118,780	17,307	5,010	2,048	964	44,548	
OTHER COUNTIES															
Aurora	4.1	.0019	35.5	7.3	11.9	17.4	33.2	1.4	4,857	863	400	110	161	197	
Beadle	19.0	.0086	32.6	11.6	13.8	16.8	30.0	7.1	81,039	14,878	5,021	5,593	2,861	23,356	4,
Bennett	3.0	.0013	27.4	11.1	13.4	15.4	24.4	1.0	9,849	1,783	702	47	168	4,072	
Bon Homme	8.3	.0038	34.1	15.9	11.0	14.4	34.5	3.0	21,797	4,662	2,023	283	1,249	3,917	
Brookings	22.4	.0101	24.3	30.4	12.0	11.7	23.4	7.1	95,795	21,046	10,013	3,042	3,259	16,241	4,
Brown	38.1	.0172	28.7	17.2	14.2	14.8	26.3	13.4	204,383	40,615	19,686	25,131	11,348	45,592	7,
Brule	5.8	.0026	32.9	8.6	13.4	16.9	30.3	1.8	35,298	4,093	3,288	521	461	6,902	1,
Buffalo	1.9	.0008	24.3	11.7	17.0	12.9	18.9	.7	189	43	29				
Butte	9.0	.0041	33.1	10.0	12.7	16.6	31.0	3.3	35,765	9,187	2,245	2,206	325	6,279	
Campbell	2.5	.0011	34.8	7.4	14.8	19.0	30.7	.8	3,085	1,094	457	46	29	693	
Charles Mix	10.5	.0048	33.1	8.0	13.1	15.5	31.9	3.7	22,390	6,281	2,104	831	513	3,769	
Clark	5.7	.0025	39.9	7.2	11.0	16.9	38.7	2.3	10,053	1,353	1,302		224	3,418	1,
Clay	14.1	.0064	23.6	35.9	12.6	10.9	19.5	4.5	34,627	8,641	4,358	1,121	1,281	5,740	1,
Codington	20.6	.0093	32.1	11.0	13.7	15.0	31.1	7.5	112,661	18,143	9,048	12,295	5,942	27,392	3,
Corson	4.9	.0022	26.0	9.2	14.1	14.9	22.5	1.3	6,653	1,337	578	345	98	100	
Custer	5.8	.0026	34.7	9.1	15.2	15.7	33.8	2.2	18,143	4,003	3,706	99	74	4,000	
Davison	18.2	.0082	31.3	13.5	12.9	14.7	30.6	6.6	110,814	25,068	8,811	10,378	3,000	19,637	1,
Day	8.4	.0038	38.6	7.8	10.6	15.8	38.0	3.2	17,879	3,860	1,627	463	382	6,315	1
Deuel	5.2	.0024	38.5	7.7	11.3	16.6	37.3	1.8	6,164	922	1,149	220	107	1,563	
Dewey	6.5	.0029	25.3	10.0	14.2	14.7	21.6	2.0	9,638	3,962	780	626	60	1,371	
Douglas	4.4	.0020	35.3	8.0	12.6	15.8	34.4	1.4	10,685	2,559	465	266	310	2,913	
Edmunds	5.2	.0023	36.3	7.0	12.4	16.4	35.0	1.7	12,337	3,263	873	107	231	4,229	
Fall River	9.5	.0043	42.1	7.1	10.2	16.0	41.6	3.5	36,216	7,656	3,706	1,095	1,592	7,378	
Faulk	3.3	.0015	36.4	7.0	12.4	18.0	33.6	1.1	5,078	628	508	64	27	1,069	
Grant	9.9	.0045	34.5	9.0	12.4	14.8	34.5	3.3	26,880	3,832	2,299	495	1,421	5,550	
Gregory	6.3	.0028	37.7	8.0	12.1	15.6	37.2	2.4	19,185	5,069	1,079	1,064	455	3,450	
Haakon	2.9	.0013	29.7	9.0	13.8	14.9	27.8	1.0	11,495	1,793	1,186	204	700	5,236	
Hamlin	5.5	.0025	39.6	7.3	10.5	15.0	39.6	2.1	9,989	2,476	622		53	97	
Hand	5.3	.0024	35.0	7.0	13.0	18.3	31.7	1.8	19,961	6,102	738	684	214	3,499	1
Hanson	3.5	.0016	33.7	7.7	12.7	15.6	32.8	1.2	3,146	436	398	44	354	50	
Harding	2.0	.0009	32.8	9.1	13.9	15.1	31.9	.6	3,147	120	156	87	28	470	
Hughes	15.4	.0069	29.3	10.4	16.1	16.4	24.5	5.3	74,270	20,734	6,178	1,758	3,203	14,157	1
Hutchinson	9.2	.0042	39.5	7.8	11.4	16.3	38.7	3.3	28,432	5,448	1,553	362	335	2,815	3,

D. (cont.)

ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

TRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
Hyde	2.0	.0009	36.7	7.9	10.8	16.7	35.1	.8	3,010	927	85		118	183	
Jackson	3.3	.0015	27.8	10.6	14.6	14.4	25.2	1.2	11,612	987	595	87	36	918	
Jerauld	3.0	.0014	36.9	7.5	11.5	14.7	37.3	1.1	4,679	1,332	322	165		271	123
Jones	1.5	.0006	32.7	9.9	14.6	16.5	30.1	.6	12,125	1,998	298	74	28	3,740	286
Kingsbury	7.1	.0032	40.3	7.1	10.1	16.2	39.5	2.5	15,155	3,926	1,199	745	877	2,786	501
Lake	10.6	.0048	31.7	16.4	11.4	14.4	31.8	3.9	39,569	7,899	3,318	2,083	817	12,502	925
Lawrence	17.4	.0079	28.1	18.6	12.4	14.7	26.8	6.1	65,554	17,705	8,680	2,159	1,680	11,419	1,423
Lincoln	14.6	.0066	35.8	8.3	12.5	15.9	34.9	5.3	26,620	5,187	3,175	328	793	4,022	1,630
Lyman	3.9	.0017	30.3	8.3	14.5	15.7	27.5	1.4	10,166	3,829	528			582	88
McCook	6.8	.0031	38.3	7.7	11.0	15.1	38.2	2.4	16,072	1,802	1,211	187	29	2,540	136
McPherson	4.4	.0020	38.7	7.4	10.7	19.2	35.6	1.6	6,942	1,934	381	66	178	743	454
Marshall	5.6	.0025	37.3	7.4	12.9	15.8	36.7	2.2	13,828	2,365	1,536	421	722	4,028	439
Mellette	2.3	.0010	28.5	10.4	15.2	16.3	23.8	.7	1,523	169	67	153	195		104
Miner	3.9	.0018	40.6	7.9	9.3	15.5	40.3	1.4	7,884	1,622	885	85	372	1,026	250
Moody	7.5	.0034	36.3	8.8	11.3	14.9	36.4	2.5	19,828	2,915	1,022	133	85	9,460	614
Perkins	4.7	.0021	36.0	8.6	12.1	17.4	33.8	1.8	16,171	4,307	1,032	705	595	1,278	324
Potter	3.9	.0018	33.1	8.1	13.3	16.2	31.2	1.3	11,194	3,265	951	805	391	2,041	820
Roberts	11.0	.0050	34.9	8.0	11.8	14.8	35.1	3.6	25,346	3,820	2,615	2,394	529	3,055	682
Sanborn	3.1	.0014	38.8	7.2	9.7	17.0	37.3	1.1	2,980	727	327	87	53	98	
Shannon	8.6	.0038	20.4	11.7	13.9	12.9	15.4	2.1	5,828	2,671	449				
Spink	9.8	.0045	35.7	9.1	13.1	16.6	34.1	3.4	24,639	4,852	2,603	687	445	5,306	1,074
Stanley	2.4	.0011	28.9	11.1	15.5	15.4	25.1	.6	5,608	2,673	676			1,351	
Sully	2.3	.0010	32.0	7.1	14.9	19.0	26.5	.9	10,084	1,120	197		125	4,699	88
Todd	7.4	.0033	21.5	12.0	14.3	13.7	16.1	1.9	12,122	3,974	639	588	28		
Tripp	8.0	.0036	32.3	9.0	13.1	16.9	29.6	2.9	33,070	6,555	1,400	1,682	2,824	5,940	403
Turner	9.7	.0044	40.9	7.4	10.7	16.9	39.8	3.7	20,627	4,279	1,325	1,019	585	5,571	958
Union	11.4	.0052	34.7	9.4	12.5	16.1	33.5	4.2	16,648	2,337	2,239	206	880	1,436	276
Walworth	7.6	.0034	33.7	8.3	13.9	16.4	31.9	2.5	37,021	4,798	2,330	1,405	747	11,638	1,475
Yankton	18.1	.0082	31.0	14.9	14.1	14.8	29.6	5.8	87,398	19,060	6,858	8,662	3,616	10,588	3,317
Ziebach	2.6	.0011	24.2	11.3	13.3	16.2	19.2	.9	2,323	372	259	87			151
TOTAL METRO COUNTIES	**201.5**	**.0909**	**27.7**	**14.8**	**15.9**	**16.1**	**22.4**	**67.6**	**1,169,230**	**184,181**	**104,036**	**139,027**	**54,290**	**236,273**	**51,555**
TOTAL STATE	**702.4**	**.3170**	**30.5**	**13.0**	**13.7**	**15.5**	**28.3**	**241.4**	**2,836,756**	**535,668**	**248,326**	**233,727**	**111,503**	**574,961**	**109,473**

S.D.

ESTIMATES

EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group
(A) $8,000–$9,999
(B) $10,000–$14,999
(C) $15,000–$24,999
(D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
RAPID CITY	**639,873**	**17,070**	**5.5**	**16.9**	**32.6**	**25.0**	**.0452**
Meade	144,541	18,850	3.7	15.5	32.9	31.8	.0082
Pennington	495,332	16,666	5.9	17.2	32.5	23.5	.0370
• Rapid City	360,816	17,171	5.8	15.6	32.6	25.1	.0302
SUBURBAN TOTAL	279,057	16,933	5.0	18.7	32.9	24.8	.0150
SIOUX FALLS	**825,734**	**21,286**	**4.4**	**11.3**	**27.7**	**38.7**	**.0579**
Minnehaha	825,734	21,286	4.4	11.3	27.7	38.7	.0579
• Sioux Falls	653,082	22,621	4.2	10.0	25.7	42.8	.0459
SUBURBAN TOTAL	172,652	18,323	4.9	15.0	33.4	27.0	.0120
OTHER COUNTIES							
Aurora	23,104	12,865	9.3	19.8	21.6	20.6	.0012
Beadle	136,224	16,793	6.0	12.7	28.2	26.6	.0087
Bennett	18,655	14,368	7.2	15.3	23.8	23.8	.0012
Bon Homme	54,656	13,842	8.2	16.9	25.4	20.8	.0031
Brookings	147,992	16,307	6.4	16.4	27.1	27.0	.0099
Brown	265,339	16,543	5.5	16.7	28.8	26.2	.0185
Brule	30,025	13,576	7.8	18.9	25.0	20.0	.0027
Buffalo	7,296	7,069	7.7	16.4	17.9	4.1	.0004
Butte	54,305	14,296	6.3	16.4	30.0	17.5	.0037
Campbell	21,381	16,765	7.3	14.5	22.7	34.7	.0009
Charles Mix	64,792	13,534	6.3	15.6	25.3	20.0	.0038
Clark	35,546	12,684	9.7	20.1	26.7	13.8	.0019
Clay	79,797	13,832	7.4	17.6	26.4	19.4	.0050
Codington	136,480	15,686	6.6	15.9	30.1	22.2	.0098
Corson	18,243	11,264	8.2	19.5	24.2	11.5	.0013
Custer	41,854	16,176	6.2	15.3	28.8	24.3	.0024
Davison	127,641	16,143	6.5	16.2	27.2	26.4	.0093
Day	46,445	11,634	8.0	16.8	24.7	14.1	.0028
Deuel	34,485	13,161	6.3	15.7	17.5	27.0	.0018
Dewey	46,812	17,100	5.1	15.4	26.7	30.1	.0023
Douglas	23,938	14,065	8.5	16.4	29.6	17.3	.0015
Edmunds	25,969	12,309	8.1	22.1	26.9	12.1	.0017
Fall River	63,367	14,288	8.6	15.6	28.5	19.1	.0041
Faulk	23,718	15,410	8.3	15.5	26.6	24.8	.0012
Grant	64,743	15,857	6.6	15.0	25.5	26.6	.0038
Gregory	35,123	11,654	6.9	16.2	26.2	13.0	.0022
Haakon	18,809	16,730	4.7	15.9	32.2	24.1	.0013
Hamlin	29,942	12,000	9.1	18.8	25.4	13.4	.0017
Hand	36,218	13,831	7.1	17.2	22.5	23.4	.0023
Hanson	15,479	9,797	11.3	22.5	18.0	8.5	.0009
Harding	10,437	13,407	5.3	21.2	20.8	22.0	.0006
Hughes	114,828	19,737	5.3	13.9	31.[illegible]	35.0	.0073
Hutchinson	55,431	12,421	7.3	16.6	22.4	19.6	.0037
Hyde	10,617	9,081	10.2	16.9	19.1	9.7	.0006
Jackson	10,306	6,839	8.9	19.6	11.4	4.3	.0011
Jerauld	13,896	10,488	7.5	18.7	24.2	8.9	.0008
Jones	8,914	14,263	3.3	16.9	35.8	11.8	.0009
Kingsbury	49,096	16,023	6.5	15.1	27.9	25.8	.0026
Lake	78,558	16,384	6.4	16.7	25.7	28.7	.0047
Lawrence	101,571	15,096	5.8	15.4	35.7	14.7	.0069
Lincoln	91,524	14,798	7.0	17.0	28.9	20.4	.0051
Lyman	26,532	15,861	6.6	17.2	28.8	23.4	.0015
McCook	37,440	11,943	8.2	20.4	22.0	15.8	.0023
McPherson	21,925	10,987	9.0	21.4	20.1	13.1	.0014
Marshall	30,503	11,290	9.2	22.2	21.2	11.8	.0018
Mellette	9,955	10,556	8.6	17.0	23.1	12.0	.0005
Miner	21,766	12,393	6.6	20.2	24.6	14.3	.0012
Moody	37,546	12,585	9.7	20.4	27.0	12.9	.0025
Perkins	31,840	15,288	7.2	15.4	27.7	23.3	.0021
Potter	28,016	16,868	5.5	13.0	27.0	28.7	.0016
Roberts	51,102	11,177	9.9	21.1	22.7	11.2	.0033
Sanborn	18,352	13,927	6.3	17.7	26.7	19.4	.0010
Shannon	37,395	12,375	7.2	16.3	19.6	22.0	.0022
Spink	57,410	13,869	8.5	19.2	29.0	16.8	.0035
Stanley	11,286	15,857	6.8	24.8	32.6	20.5	.0007
Sully	15,878	13,037	7.7	23.8	21.3	21.1	.0011
Todd	34,434	13,360	8.9	17.4	18.8	27.0	.0020
Tripp	55,633	15,304	7.6	14.9	26.0	24.8	.0037
Turner	65,716	13,687	6.9	16.0	24.5	21.4	.0035
Union	85,519	15,010	7.3	16.1	24.7	25.6	.0043
Walworth	46,095	16,011	5.6	17.4	30.0	23.6	.0033
Yankton	122,471	17,213	7.0	15.0	25.1	29.8	.0084
Ziebach	11,004	7,725	13.1	11.4	11.6	14.3	.0006
TOTAL METRO COUNTIES	**1,465,607**	**19,064**	**4.9**	**13.9**	**30.0**	**32.3**	**.1031**
TOTAL STATE	**4,596,981**	**15,683**	**6.4**	**16.0**	**27.5**	**24.6**	**.3013**

TENNESSEE

TENN.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GR 1979					
	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over							
CHATTANOOGA	**409.0**	**.1846**	**30.4**	**12.2**	**16.8**	**17.0**	**25.2**	**156.2**	**1,586,963**	**347,512**	**113,145**	**223,172**	**68,369**	**335,216**
Hamilton	275.1	.1242	30.9	12.2	16.3	17.1	26.3	110.9	1,244,303	225,939	98,045	193,364	56,449	285,903
• Chattanooga	165.7	.0748	32.0	11.7	14.6	15.9	29.7	67.8	873,170	126,587	66,469	122,598	36,503	264,435
Marion	22.9	.0103	29.7	11.8	16.0	16.0	25.5	7.7	62,687	20,961	2,303	4,319	4,385	10,604
Sequatchie	7.7	.0035	29.0	11.7	17.8	14.7	24.6	2.4	15,088	6,979	533	848	448	2,128
Catoosa, Ga.	*37.2*	*.0168*	*28.9*	*12.0*	*19.9*	*17.7*	*20.1*	*12.8*	*106,893*	*32,044*	*5,437*	*20,868*	*2,384*	*11,747*
Dade, Ga.	*12.0*	*.0054*	*27.2*	*15.3*	*17.7*	*14.9*	*21.3*	*4.0*	*33,446*	*11,459*	*1,393*	*881*	*1,660*	*3,132*
Walker, Ga.	*54.1*	*.0244*	*30.1*	*11.8*	*17.5*	*16.7*	*24.8*	*18.4*	*124,546*	*50,130*	*5,434*	*2,892*	*3,043*	*21,702*
SUBURBAN TOTAL	243.3	.1098	29.5	12.5	18.5	17.7	22.2	88.4	713,793	220,925	46,676	100,574	31,866	70,781
CLARKSVILLE - HOPKINSVILLE	**159.6**	**.0720**	**23.9**	**23.1**	**14.1**	**13.6**	**18.8**	**46.7**	**531,812**	**95,069**	**36,268**	**77,072**	**29,026**	**142,749**
Montgomery	84.6	.0382	24.3	22.6	14.7	14.6	18.4	25.3	308,164	51,131	22,856	47,043	17,331	89,786
• Clarksville	57.8	.0261	23.8	28.3	15.7	13.9	15.4	16.6	299,935	48,319	22,607	46,614	14,827	88,909
Christian, Ky.	*75.0*	*.0338*	*23.6*	*23.6*	*13.4*	*12.5*	*19.3*	*21.4*	*223,648*	*43,938*	*13,412*	*30,029*	*11,695*	*52,963*
• Hopkinsville	*27.2*	*.0123*	*28.7*	*9.7*	*14.6*	*15.1*	*25.6*	*9.7*	*166,983*	*37,137*	*10,135*	*8,747*	*11,046*	*45,647*
SUBURBAN TOTAL	74.6	.0336	23.4	23.9	12.6	12.8	19.1	20.4	64,894	9,613	3,526	21,711	3,153	8,193
△ **JACKSON**	**73.5**	**.0332**	**31.2**	**13.2**	**13.9**	**15.1**	**29.6**	**25.5**	**339,643**	**68,000**	**22,284**	**63,551**	**13,675**	**72,683**
Madison	73.5	.0332	31.2	13.2	13.9	15.1	29.6	25.5	339,643	68,000	22,284	63,551	13,675	72,683
• Jackson	45.1	.0204	31.8	14.8	13.2	14.3	31.5	16.3	330,235	65,922	21,393	63,490	13,226	72,683
SUBURBAN TOTAL	28.4	.0128	30.3	10.7	14.9	16.4	26.6	9.2	9,408	2,078	891	61	449	
JOHNSON CITY - KINGSPORT - BRISTOL	**417.3**	**.1883**	**31.3**	**13.0**	**17.2**	**17.1**	**26.5**	**145.8**	**1,571,283**	**342,794**	**99,196**	**217,638**	**66,840**	**366,251**
Carter	48.3	.0218	31.5	13.2	16.7	16.8	27.4	17.1	106,162	31,054	7,673	15,059	4,357	18,019
Hawkins	39.1	.0177	30.8	11.2	18.3	16.3	26.0	13.2	65,812	25,992	3,621	3,633	2,421	13,008
Sullivan	139.4	.0629	30.9	12.0	18.7	18.5	23.7	49.2	661,984	132,992	45,782	122,116	26,422	172,126
• Bristol	29.2	.0132	33.3	13.1	16.0	17.4	30.0	10.9	222,126	47,164	15,211	30,117	8,244	79,928
• Kingsport	32.7	.0148	33.7	10.6	15.4	20.5	27.5	12.2	371,480	70,273	27,378	84,054	16,160	74,156
Unicoi	16.4	.0074	32.6	11.0	15.8	17.7	28.6	5.8	30,112	10,882	1,610	1,909	2,005	6,785
Washington	85.5	.0386	30.3	15.9	16.3	16.1	26.2	29.0	343,314	66,554	21,693	44,000	16,179	87,569
• Johnson City	42.6	.0192	31.7	17.1	13.0	16.4	29.3	14.5	310,126	59,953	19,786	43,727	11,705	84,540
Bristol, Va.	*20.7*	*.0093*	*35.3*	*14.0*	*12.6*	*16.2*	*34.1*	*7.9*	*195,214*	*30,641*	*11,083*	*25,054*	*9,760*	*34,350*
Bristol	*20.7*	*.0093*	*35.3*	*14.0*	*12.6*	*16.2*	*34.1*	*7.9*	*195,214*	*30,641*	*11,083*	*25,054*	*9,760*	*34,350*
Scott, Va.	*25.0*	*.0113*	*33.1*	*12.4*	*16.0*	*16.3*	*30.7*	*8.8*	*52,007*	*17,768*	*1,396*	*1,711*	*2,317*	*15,578*
Washington, Va.	*42.9*	*.0193*	*31.8*	*12.9*	*16.9*	*16.6*	*28.0*	*14.8*	*116,678*	*26,911*	*6,338*	*4,156*	*3,379*	*18,816*
SUBURBAN TOTAL	312.8	.1411	30.8	12.7	18.1	16.9	25.6	108.2	667,551	165,404	36,821	59,740	30,731	127,627
KNOXVILLE	**460.4**	**.2080**	**30.9**	**14.3**	**16.2**	**16.9**	**26.4**	**162.3**	**1,954,785**	**386,096**	**136,955**	**323,653**	**96,256**	**416,042**
Anderson	65.9	.0298	31.7	10.5	16.3	19.1	25.5	23.1	261,107	61,272	12,218	46,516	8,769	69,849
Blount	76.1	.0344	31.7	12.3	17.1	16.6	27.8	27.2	278,710	57,140	16,068	38,376	10,497	77,948
Knox	306.5	.1384	30.5	15.7	16.0	16.5	26.3	108.2	1,402,025	262,023	108,217	238,321	76,486	264,741
• Knoxville	188.8	.0852	30.7	18.6	14.1	15.6	28.3	68.4	1,187,795	193,871	96,456	228,237	67,312	231,661
Union	11.9	.0054	30.3	11.5	18.3	15.1	26.2	3.8	12,943	5,661	452	440	504	3,504
SUBURBAN TOTAL	271.6	.1228	31.0	11.4	17.7	17.7	25.1	93.9	766,990	192,225	40,499	95,416	28,944	184,381
MEMPHIS	**904.7**	**.4083**	**27.9**	**13.8**	**16.5**	**15.9**	**22.4**	**300.4**	**3,437,255**	**783,485**	**252,343**	**468,228**	**172,269**	**738,926**
Shelby	768.8	.3470	28.1	14.2	16.3	16.1	22.6	259.1	3,066,165	678,625	236,156	436,383	162,544	647,246
• Memphis	675.1	.3047	28.8	13.1	16.2	16.4	23.5	232.8	2,850,275	624,669	221,385	423,878	154,981	597,150
Tipton	32.5	.0147	28.8	11.3	15.1	14.2	26.5	10.5	68,898	18,833	2,615	7,735	2,071	16,605
Crittenden, Ark.	*49.4*	*.0223*	*27.0*	*12.1*	*16.4*	*14.6*	*22.3*	*15.1*	*187,735*	*41,481*	*7,806*	*11,712*	*4,333*	*50,150*
De Soto, Miss.	*54.0*	*.0243*	*26.3*	*11.3*	*19.7*	*14.5*	*18.4*	*15.7*	*114,457*	*44,546*	*5,766*	*12,398*	*3,321*	*24,925*
SUBURBAN TOTAL	229.6	.1036	25.6	16.0	17.3	14.3	19.4	67.6	586,980	158,816	30,960	44,350	17,288	141,776
NASHVILLE-DAVIDSON	**803.0**	**.3624**	**29.8**	**13.6**	**17.2**	**16.5**	**24.6**	**284.2**	**3,590,435**	**728,805**	**301,864**	**478,224**	**172,063**	**898,617**
Cheatham	19.0	.0086	29.9	10.6	17.6	16.0	25.1	6.0	34,563	14,297	1,776	884	253	7,263
Davidson	459.5	.2074	29.8	14.7	17.1	16.8	24.2	166.2	2,493,332	445,952	232,536	415,153	133,390	620,396
• Nashville-Davidson	459.5	.2074	29.8	14.7	17.1	16.8	24.2	166.2	2,493,332	445,952	232,536	415,153	133,390	620,396
Dickson	29.1	.0131	32.1	10.3	15.4	15.8	29.8	10.5	101,129	32,982	5,157	7,028	5,237	19,441

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TENN. (cont.)
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Robertson	33.4	.0150	32.9	9.8	14.4	16.4	30.6	11.7	106,109	21,681	4,436	6,904	3,314	41,707	3,996
Rutherford	79.5	.0359	27.0	18.0	16.1	15.3	21.9	25.7	293,547	67,766	24,741	24,778	11,727	59,926	5,980
Sumner	78.9	.0356	29.9	9.9	19.0	16.6	23.7	27.8	238,987	70,667	13,308	9,593	6,128	55,742	9,523
Williamson	53.2	.0240	30.5	10.3	17.6	17.1	24.9	17.7	188,320	44,420	10,688	6,735	5,014	60,080	7,124
Wilson	50.4	.0228	31.0	10.6	17.5	16.0	26.9	18.6	134,448	30,840	9,222	7,149	7,000	34,062	4,535
SUBURBAN TOTAL	343.5	.1550	29.9	12.0	17.0	16.2	25.2	118.0	1,097,103	282,853	69,328	63,071	38,673	278,221	35,455
OTHER COUNTIES															
Bedford	26.5	.0119	32.7	11.0	15.4	16.3	30.2	9.8	73,899	19,142	4,263	5,803	5,593	17,858	2,342
Benton	13.1	.0059	35.1	9.8	15.2	15.8	34.3	4.9	40,147	10,448	1,531	1,217	1,952	12,196	1,323
Bledsoe	8.6	.0039	29.8	11.4	15.2	15.0	27.1	2.9	15,443	3,633	647	642	798	5,153	453
Bradley	63.8	.0288	28.5	13.5	18.7	16.3	21.5	22.0	282,013	65,708	18,097	36,049	10,110	81,906	6,559
Campbell	33.5	.0151	31.9	10.2	14.2	15.2	30.3	11.7	101,865	26,725	8,888	5,167	2,952	23,374	3,277
Cannon	9.7	.0043	34.2	10.5	15.4	16.1	32.8	3.6	21,517	7,882	395	1,263	1,039	7,259	786
Carroll	27.6	.0125	34.6	11.7	14.1	15.4	34.2	10.3	72,446	16,572	3,030	6,230	3,794	18,654	2,090
Chester	12.2	.0055	31.4	16.7	13.7	13.7	31.4	4.2	33,600	9,581	1,959	769	1,290	11,193	881
Claiborne	27.6	.0124	31.4	12.9	15.0	15.2	29.3	9.3	50,379	12,690	1,982	2,523	3,650	7,297	2,405

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TENN. (cont.)

S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GRO
1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over							
Clay	7.2	.0033	33.9	10.9	15.1	15.5	32.9	2.5	9,211	3,518	588	454	307	446
Cocke	28.7	.0129	29.8	12.1	17.5	16.2	24.7	9.5	82,205	24,895	4,471	7,446	2,593	14,194
Coffee	36.3	.0164	31.1	10.0	17.9	18.6	24.4	12.6	145,731	31,833	15,259	14,448	7,351	31,386
Crockett	14.5	.0066	34.1	10.5	13.7	14.1	34.7	5.3	30,436	9,654	685	598	1,154	9,915
Cumberland	27.2	.0122	30.3	11.2	15.2	15.2	27.7	9.2	89,579	20,736	5,898	6,072	2,022	17,688
Decatur	9.8	.0044	34.9	10.8	15.0	15.4	34.5	3.7	27,250	7,209	1,106	1,689	1,821	8,212
De Kalb	12.9	.0059	34.3	10.4	15.4	15.9	32.9	4.9	42,102	12,923	1,458	1,040	2,452	16,265
Dyer	34.0	.0153	32.9	11.0	14.6	15.0	31.9	12.2	123,185	25,994	6,841	8,495	4,930	38,336
Fayette	25.0	.0113	26.6	11.0	12.4	12.5	27.1	7.0	32,143	14,511	1,529	2,259	953	5,344
Fentress	14.3	.0065	29.9	11.0	15.1	14.4	27.8	4.4	32,958	11,613	667	2,910	1,458	2,958
Franklin	30.5	.0137	30.8	12.8	14.9	16.6	27.1	10.2	82,949	20,412	3,934	5,048	3,743	14,584
Gibson	47.7	.0216	34.5	10.5	14.0	15.8	33.5	17.7	132,497	32,290	5,177	12,944	4,988	36,013
Giles	23.7	.0107	34.6	10.6	14.3	15.4	34.0	8.7	72,367	17,767	3,911	2,654	4,659	11,876
Grainger	17.1	.0077	30.6	12.4	18.1	15.3	26.7	5.9	20,917	9,138	912	300	657	5,113
Greene	52.2	.0235	31.2	12.6	17.5	17.6	25.7	18.2	147,958	37,549	10,593	16,449	5,131	22,678
Grundy	12.8	.0058	28.6	11.1	15.5	13.9	26.1	4.2	30,665	9,226	1,857	815	703	3,577
Hamblen	46.1	.0208	29.7	12.2	19.5	17.9	21.7	15.9	200,162	44,944	11,348	32,768	6,121	41,642
Hancock	6.9	.0031	32.3	11.9	13.7	16.9	29.4	2.2	8,292	3,959	51	364	632	479
Hardeman	22.6	.0102	30.1	11.0	13.1	13.8	29.7	6.6	59,160	17,159	1,899	6,976	1,440	12,511
Hardin	21.4	.0096	32.9	10.5	15.5	16.1	30.6	7.5	65,876	18,669	4,612	7,659	2,818	11,446
Haywood	22.4	.0101	30.1	10.6	11.9	13.6	30.6	6.9	49,612	13,945	4,047	5,479	3,472	11,681
Henderson	20.4	.0092	32.9	10.9	15.1	16.1	30.8	7.5	59,285	19,053	2,520	3,888	2,847	13,728
Henry	27.2	.0123	37.3	9.3	13.4	15.5	36.8	10.7	87,122	17,706	6,524	10,951	3,322	16,563
Hickman	14.8	.0067	33.4	11.6	15.1	16.7	30.8	5.2	21,950	8,823	927	490	846	5,519
Houston	6.4	.0028	32.8	10.2	15.1	14.8	31.8	2.3	9,511	4,877	718	190	141	530
Humphreys	15.2	.0069	32.3	[illegible]	16.0	16.6	29.0	5.5	52,865	13,242	3,362	5,513	2,316	14,516
Jackson	8.9	.0040	35.8	10.6	13.7	15.4	35.5	3.4	26,051	12,054	958	571	1,039	7,852
Jefferson	29.8	.0135	30.4	14.8	17.8	16.2	25.6	10.3	67,935	27,168	3,357	3,713	2,598	10,870
Johnson	14.1	.0063	32.0	11.5	15.9	15.7	29.5	4.9	27,611	9,866	949	2,407	1,055	5,623
Lake	7.3	.0033	30.3	10.8	13.7	14.5	29.1	2.4	16,150	6,158	1,489	458	409	1,405
Lauderdale	23.2	.0104	32.0	10.4	13.3	13.6	32.5	7.9	52,896	15,566	1,768	4,324	2,110	13,286
Lawrence	34.9	.0158	32.3	9.9	15.5	16.2	29.6	12.3	101,606	24,260	3,275	8,590	5,756	31,199
Lewis	9.0	.0040	30.4	10.5	14.8	14.9	28.2	3.4	18,593	5,551	527	804	1,162	4,745
Lincoln	24.8	.0112	33.4	10.4	15.0	16.8	30.8	8.9	67,935	19,636	3,288	2,322	2,362	16,270
Loudon	27.4	.0124	32.9	11.3	15.1	17.6	29.3	9.9	73,424	20,196	2,830	2,705	2,521	18,673
McMinn	40.3	.0182	31.5	11.6	17.0	16.6	27.3	14.2	113,707	22,718	6,890	10,703	5,571	18,324
McNairy	21.8	.0098	33.6	10.6	15.2	15.6	32.3	7.9	56,893	12,061	3,124	1,309	2,702	16,997
Macon	14.9	.0067	34.8	10.3	15.3	16.3	33.4	5.6	44,294	19,650	1,206	1,114	1,481	4,686
Marshall	18.2	.0083	34.6	10.5	14.1	16.4	33.1	6.9	66,815	17,369	1,952	2,054	2,177	21,433
Maury	48.2	.0217	32.1	10.9	15.5	16.8	28.7	16.8	170,148	52,563	11,799	14,497	7,624	25,300
Meigs	7.1	.0032	29.1	12.7	16.7	14.5	25.7	2.5	10,578	5,397	745	661	791	923
Monroe	27.1	.0122	30.0	12.9	16.2	15.3	26.6	9.2	78,636	19,497	7,225	5,385	4,146	18,775
Moore	4.0	.0018	34.4	10.1	14.1	17.4	31.8	1.6	3,676	1,700	26	51	80	68
Morgan	16.3	.0074	29.8	11.7	15.2	15.2	26.9	5.0	15,874	7,816	303	289	392	2,238
Obion	34.5	.0156	34.3	10.8	15.0	15.2	33.8	13.5	116,559	23,377	8,034	10,443	3,980	31,819
Overton	17.3	.0078	32.3	11.0	16.3	15.7	29.9	6.9	34,729	12,383	677	2,244	1,858	4,685
Perry	5.9	.0026	37.4	9.4	13.7	16.3	36.3	2.3	10,266	3,487	481	181	389	2,991
Pickett	4.2	.0019	33.3	10.6	14.2	15.4	32.2	1.5	6,615	1,875	617	182	94	942
Polk	12.9	.0058	30.8	11.1	15.9	16.5	26.8	4.6	20,285	6,825	1,655	595	739	3,238
Putnam	43.9	.0199	28.7	20.2	15.3	14.6	25.7	15.2	173,739	33,702	15,833	18,317	6,571	29,189
Rhea	22.4	.0101	29.6	12.4	16.2	14.1	27.2	8.1	61,195	18,982	2,326	3,180	1,755	13,594
Roane	46.3	.0209	31.9	10.2	15.7	18.7	26.4	16.3	125,387	33,518	7,300	4,463	5,191	38,034
Scott	17.5	.0079	[illegible]	10.9	14.4	14.1	26.7	5.6	42,287	14,922	2,052	3,239	1,059	7,871
Sevier	37.5	.0169	31.4	10.6	18.0	16.8	26.7	13.4	149,341	31,656	32,355	8,758	7,116	15,148
Smith	14.1	.0063	35.2	10.2	14.9	15.8	34.4	5.3	41,126	7,779	1,856	2,861	6,503	9,618
Stewart	9.5	.0043	36.2	10.8	12.8	17.0	34.4	3.3	16,755	4,433	938	1,004	142	4,080
Trousdale	5.4	.0024	33.8	11.5	14.1	16.4	32.0	1.9	30,015	7,951	406	919	527	12,737
Van Buren	4.1	.0019	30.1	13.4	15.8	15.6	26.7	1.4	4,408	1,693	184	192	89	414
Warren	31.8	.0143	31.4	11.3	17.0	16.3	27.5	11.5	97,072	26,536	4,971	7,914	4,590	19,527
Wayne	12.9	.0058	31.3	11.8	16.4	14.8	29.1	4.6	23,831	8,689	644	794	324	5,802
Weakley	31.0	.0140	31.4	20.9	12.7	13.1	32.3	11.2	81,145	19,020	4,685	6,718	5,617	17,873
White	19.7	.0089	33.0	11.1	16.0	16.1	30.7	7.0	62,942	17,236	1,857	695	1,494	28,162
TOTAL METRO COUNTIES	**2,857.2**	**1.2899**	**[illegible]**	**13.9**	**16.6**	**16.5**	**24.5**	**1,002.2**	**11,857,552**	**2,452,843**	**903,990**	**1,741,837**	**576,606**	**2,737,121**
TOTAL STATE	**4,425.3**	**1.9972**	**30.3**	**13.1**	**16.1**	**16.3**	**26.2**	**1,553.4**	**16,375,368**	**3,650,259**	**1,184,258**	**2,095,005**	**768,675**	**3,753,60[illegible]**

TENN.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
CHATTANOOGA	**2,686,616**	**15,385**	**6.1**	**17.3**	**31.6**	**19.8**	**.1736**
Hamilton	1,921,301	15,273	6.2	16.8	30.7	20.3	.1264
• Chattanooga	1,018,370	12,698	7.3	17.7	26.1	15.7	.0759
Marion	125,014	14,594	6.1	16.6	29.6	18.9	.0080
Sequatchie	41,131	15,854	6.3	16.5	29.9	23.0	.0026
Catoosa, Ga.	*217,548*	*16,084*	*5.4*	*19.9*	*37.0*	*17.5*	*.0136*
Dade, Ga.	*64,365*	*14,646*	*5.8*	*19.3*	*[illegible]*	*15.6*	*.0041*

S&MM ESTIMATES

EFFECTIVE BUYING INCOM
1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over			
			A	B	C	D
Walker, Ga.	*317,257*	*15,880*	*5.6*	*18.0*	*35.4*	*18.3*
SUBURBAN TOTAL	1,668,246	17,277	5.1	16.9	36.0	22.8
CLARKSVILLE - HOPKINSVILLE	**890,410**	**14,059**	**7.1**	**18.1**	**28.6**	**17.9**
Montgomery	480,853	14,814	6.5	18.4	30.5	18.8
• Clarksville	355,533	15,422	6.5	16.8	30.5	[illegible]
Christian, Ky.	*409,557*	*13,089*	*7.7*	*17.6*	*26.3*	*16.9*
• *Hopkinsville*	*172,855*	*14,496*	*7.0*	*14.6*	*25.8*	*22.9*

ENN. (cont.)

ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
SUBURBAN TOTAL	362,022	13,028	7.6	20.6	28.4	13.0	.0202
JACKSON	**473,448**	**15,530**	**6.2**	**14.7**	**25.1**	**26.3**	**.0328**
Madison	473,448	15,530	6.2	14.7	25.1	26.3	.0328
● Jackson	313,383	15,631	6.7	14.4	24.0	27.7	.0249
SUBURBAN TOTAL	160,065	15,364	5.3	15.3	26.9	24.0	.0079
JOHNSON CITY - KINGSPORT - BRISTOL	**2,330,108**	**13,913**	**7.1**	**18.4**	**29.1**	**16.9**	**.1633**
Carter	225,994	11,525	9.1	23.4	25.6	9.0	.0150
Hawkins	212,491	14,830	6.1	16.0	30.7	18.7	.0124
Sullivan	831,385	15,377	6.7	18.5	32.7	18.7	.0607
● Bristol	178,449	13,588	8.0	20.8	26.6	18.0	.0157
● Kingsport	248,970	17,906	5.4	13.7	29.6	29.7	.0232
Unicoi	71,151	10,648	9.3	20.8	24.3	8.0	.0047
Washington	533,003	15,250	6.5	16.7	27.6	23.3	.0359
● Johnson City	278,779	14,609	7.1	16.0	24.6	24.2	.0229
Bristol, Va	*97,523*	*9,399*	*8.4*	*18.7*	*20.7*	*8.1*	*.0115*
Bristol	*97,523*	*9,399*	*8.4*	*18.7*	*20.7*	*8.1*	*.0115*
Scott, Va	*117,719*	*11,911*	*7.0*	*17.4*	*28.8*	*10.5*	*.0078*
Washington, Va	*240,842*	*14,167*	*6.9*	*18.3*	*28.6*	*18.2*	*.0153*
SUBURBAN TOTAL	1,623,910	13,510	7.2	19.2	29.8	14.4	.1015
KNOXVILLE	**3,112,853**	**16,619**	**6.0**	**15.0**	**29.0**	**26.0**	**.2040**
Anderson	413,895	16,429	5.5	14.9	31.8	23.3	.0276
Blount	488,168	16,510	5.9	15.2	32.4	22.6	.0314
Knox	2,163,459	16,985	6.0	14.8	27.7	28.1	.1419
● Knoxville	1,326,480	16,850	6.5	15.3	26.7	25.8	.0982
Union	47,331	11,000	7.4	22.0	24.5	7.8	.0031
SUBURBAN TOTAL	1,786,372	17,094	5.5	14.8	30.7	26.3	.1058
MEMPHIS	**6,007,079**	**17,095**	**5.7**	**14.5**	**27.3**	**28.7**	**.3833**
Shelby	5,338,061	17,643	5.6	14.5	27.8	29.9	.3379
● Memphis	4,691,204	17,339	5.7	14.7	28.2	28.8	.3022
Tipton	137,028	11,291	7.4	19.0	23.9	11.8	.0095
Crittenden, Ark	*252,905*	*12,510*	*5.9*	*12.3*	*22.4*	*21.7*	*.0186*
De Soto, Miss	*279,085*	*16,470*	*6.2*	*13.0*	*28.1*	*26.0*	*.0173*
SUBURBAN TOTAL	1,315,875	16,169	5.5	13.7	25.2	28.0	.0811
NASHVILLE-DAVIDSON	**5,889,490**	**17,917**	**5.5**	**14.9**	**29.1**	**29.7**	**.3757**
Cheatham	98,146	15,330	5.5	19.9	36.1	15.3	.0059
Davidson	3,755,414	19,554	5.0	13.8	29.0	34.3	.2418
● Nashville-Davidson	3,755,414	19,554	5.0	13.8	29.0	34.3	.2418
Dickson	157,811	13,195	7.6	18.9	29.1	14.4	.0109
Robertson	188,749	13,783	6.1	17.3	27.0	18.8	.0124
Rutherford	462,901	15,462	6.7	16.8	29.8	21.6	.0313
Sumner	542,814	17,456	5.7	15.1	29.6	27.8	.0320
Williamson	345,581	16,274	6.4	16.4	26.7	27.1	.0217
Wilson	338,074	16,400	6.2	15.0	30.0	24.1	.0197
SUBURBAN TOTAL	2,134,076	15,752	6.3	16.4	29.3	23.0	.1339
OTHER COUNTIES							
Bedford	151,995	13,458	7.5	18.8	28.4	15.9	.0096
Benton	75,995	13,435	6.7	17.8	27.8	17.0	.0047
Bledsoe	38,174	10,775	9.1	22.4	23.4	7.9	.0026
Bradley	365,790	15,200	6.4	18.7	33.1	17.6	.0266
Campbell	141,274	9,408	8.9	16.8	21.5	9.1	.0108
Cannon	56,011	13,692	7.1	15.4	27.8	18.6	.0033
Carroll	154,133	13,344	5.9	18.6	29.0	14.8	.0096
Chester	58,087	10,513	8.0	16.6	23.5	11.7	.0040
Claiborne	129,527	10,584	7.8	17.9	20.0	14.4	.0082
Clay	28,503	8,657	11.0	16.4	19.8	6.5	.0019
Cocke	119,454	11,269	8.4	21.3	25.7	8.4	.0090
Coffee	210,033	14,722	7.6	16.0	28.7	20.5	.0147
Crockett	62,332	9,874	7.9	19.9	21.5	8.1	.0043
Cumberland	128,448	11,992	8.4	19.4	26.2	12.8	.0095
Decatur	46,357	10,587	8.9	19.6	24.9	7.8	.0031
De Kalb	73,250	12,650	7.7	17.8	28.1	14.2	.0049
Dyer	179,352	12,577	7.0	18.1	27.1	13.8	.0128
Fayette	75,787	7,876	8.7	15.9	17.5	7.2	.0057
Fentress	46,872	8,631	9.5	18.0	18.6	6.9	.0039
Franklin	141,488	11,845	8.7	19.2	27.6	10.8	.0099
Gibson	244,289	11,830	7.3	19.8	26.9	10.7	.0163
Giles	121,817	11,891	8.3	20.9	26.7	11.1	.0084
Grainger	77,264	10,982	8.9	19.3	25.1	9.4	.0046
Greene	283,314	13,699	7.3	19.0	28.2	17.0	.0184
Grundy	43,474	8,979	9.1	22.2	18.2	5.0	.0037
Hamblen	271,540	15,232	7.2	19.5	31.9	19.1	.0191
Hancock	16,541	4,870	8.3	13.5	11.0	2.4	.0014
Hardeman	113,140	13,072	6.5	15.9	23.2	20.8	.0075
Hardin	97,715	10,529	7.5	17.4	23.9	10.4	.0071
Haywood	92,131	9,716	8.0	13.5	21.9	13.5	.0065
Henderson	89,255	10,308	8.5	19.2	23.7	8.3	.0066
Henry	157,689	11,859	7.5	18.1	24.3	14.7	.0104
Hickman	58,340	9,868	10.0	23.1	21.4	4.9	.0038
Houston	26,726	9,523	8.3	20.8	20.0	7.3	.0017
Humphreys	95,996	15,105	5.3	12.4	26.8	23.4	.0061
Jackson	41,819	9,143	8.9	14.9	22.6	9.0	.0030
Jefferson	165,526	14,108	7.5	19.9	30.4	16.2	.0102
Johnson	55,620	9,941	8.4	21.4	22.1	6.3	.0038
Lake	30,579	9,154	11.5	15.3	19.9	10.2	.0022
Lauderdale	94,813	8,723	8.4	14.3	19.6	10.8	.0068
Lawrence	185,456	13,067	6.7	18.4	27.7	15.3	.0123
Lewis	40,872	10,553	10.3	22.3	25.5	4.9	.0027
Lincoln	121,003	11,028	8.3	15.1	26.1	12.2	.0083
Loudon	148,188	13,623	6.9	20.1	30.9	13.4	.0095
McMinn	214,994	13,351	7.5	19.5	30.2	13.4	.0141
McNairy	84,536	8,773	9.2	20.0	18.4	6.0	.0065
Macon	77,531	11,208	7.7	18.6	22.4	13.6	.0052
Marshall	100,734	12,650	7.4	20.2	29.1	11.2	.0070
Maury	263,634	13,634	7.0	18.0	28.3	17.0	.0184
Meigs	36,525	12,067	10.2	19.9	24.0	14.2	.0020
Monroe	109,911	10,455	8.8	21.9	23.1	6.9	.0086
Moore	22,561	13,640	4.6	22.4	32.9	10.0	.0012
Morgan	60,967	10,285	8.3	20.2	22.5	8.5	.0039
Obion	205,989	12,923	7.0	18.4	25.8	16.7	.0135
Overton	72,950	9,682	8.1	18.3	23.0	7.4	.0049
Perry	25,298	8,861	8.0	17.2	22.7	6.5	.0016
Pickett	15,149	8,525	9.2	21.9	16.9	4.9	.0011
Polk	53,797	10,906	9.3	24.8	24.4	5.4	.0036
Putnam	244,344	12,408	7.5	19.6	23.2	16.9	.0174
Rhea	112,388	11,873	8.8	18.8	25.6	12.9	.0076
Roane	288,373	16,059	6.2	15.5	29.8	23.5	.0173
Scott	75,229	10,119	9.4	17.3	20.4	12.8	.0053
Sevier	225,851	14,683	6.8	18.6	30.6	18.2	.0154
Smith	77,566	11,873	8.9	19.8	23.4	14.9	.0051
Stewart	30,933	8,236	9.2	19.6	20.0	2.2	.0023
Trousdale	31,874	12,297	7.9	16.7	22.5	19.6	.0024
Van Buren	17,636	11,284	8.2	25.1	21.5	8.8	.0010
Warren	171,152	12,845	7.9	19.4	27.2	14.9	.0114
Wayne	58,508	11,534	7.8	22.4	25.3	8.9	.0037
Weakley	168,428	12,119	7.3	16.8	25.4	14.7	.0107
White	96,924	11,863	8.9	21.7	25.9	11.1	.0070
TOTAL METRO COUNTIES	**19,3 3,203**	**16,587**	**5.9**	**15.6**	**28.9**	**26.1**	**1.2584**
TOTAL STATE	**27,292,954**	**14,833**	**6.6**	**16.7**	**27.8**	**21.6**	**1.7961**

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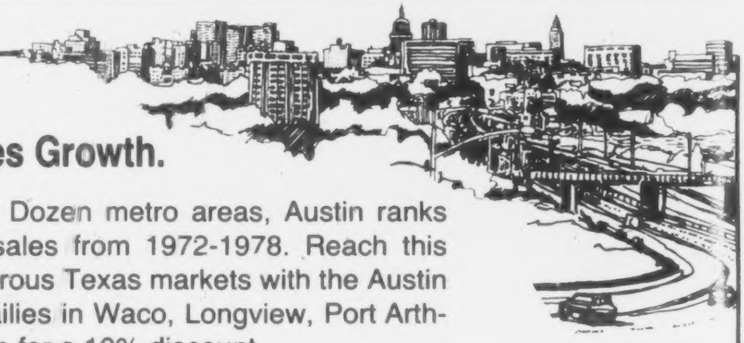
TEXAS

TEXAS
SMM ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				House-holds (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Auto-motive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ABILENE	**134.7**	**.0608**	**30.0**	**15.2**	**14.3**	**15.3**	**27.5**	**49.7**	**628,405**	**123,031**	**42,246**	**64,136**	**28,822**	**163,911**	**12,780**
Callahan	10.7	.0048	43.4	7.1	10.6	14.9	43.4	4.2	23,525	8,188	1,132	665	135	6,054	864
Jones	16.4	.0074	40.8	8.2	11.4	14.7	41.0	7.0	53,721	12,759	1,775	3,033	1,362	16,032	1,589
Taylor	107.6	.0486	28.0	17.0	15.3	15.5	23.8	38.5	551,159	102,084	39,339	60,438	27,325	141,825	10,307
• Abilene	97.9	.0442	27.4	17.4	14.9	15.9	22.8	34.8	523,196	98,940	36,355	59,427	27,265	135,127	10,287
SUBURBAN TOTAL	36.8	.0166	39.0	9.2	13.1	13.8	39.9	14.9	105,209	24,091	5,891	4,709	1,557	28,784	2,493
AMARILLO	**161.9**	**.0731**	**29.0**	**14.0**	**17.0**	**17.4**	**22.4**	**60.7**	**1,023,999**	**199,971**	**91,883**	**114,083**	**59,493**	**251,744**	**21,314**
Potter	92.2	.0416	30.1	13.1	14.8	15.8	27.0	35.6	685,112	107,051	72,201	91,084	40,785	151,993	15,866
• Amarillo	151.3	.0683	29.5	12.5	16.0	17.0	24.2	56.0	1,023,860	207,038	87,750	112,428	62,953	256,650	20,955
Randall	69.7	.0315	27.9	15.2	19.9	19.4	16.4	25.1	338,887	92,920	19,682	22,999	18,708	99,751	5,448
SUBURBAN TOTAL	10.6	.0048	25.3	35.6	30.2	23.7	3.1	4.7	139	7,067	4,133	1,655	3,460	4,906	359
AUSTIN	**506.1**	**.2283**	**25.6**	**21.2**	**16.5**	**13.9**	**20.6**	**166.3**	**2,299,393**	**492,757**	**244,921**	**299,904**	**112,299**	**431,098**	**52,654**
Hays	37.8	.0170	23.4	31.9	12.2	11.0	19.6	10.6	112,356	26,223	16,332	5,924	3,491	19,739	1,731
Travis	407.5	.1839	25.3	21.8	17.6	14.1	18.7	134.5	2,009,025	412,983	213,989	288,837	104,968	366,852	46,696
• Austin	335.3	.1513	24.9	23.0	17.7	13.4	18.5	113.3	1,954,571	395,271	207,314	288,837	100,447	364,695	46,215
Williamson	60.8	.0274	32.8	10.8	12.1	13.7	33.5	21.2	178,012	53,551	14,600	5,143	3,840	44,507	4,227
SUBURBAN TOTAL	170.8	.0770	27.4	17.8	14.1	14.8	24.5	53.0	344,822	97,486	37,607	11,067	11,852	66,403	6,439
BEAUMONT - PORT ARTHUR - ORANGE	**366.8**	**.1656**	**30.3**	**12.5**	**15.4**	**18.0**	**24.7**	**132.2**	**1,731,403**	**384,952**	**131,100**	**211,898**	**88,876**	**390,024**	**46,222**



Austin.
Third Highest in Retail Sales Growth.

Among Advertising Age's Golden Dozen metro areas, Austin ranks third in rate of growth of retail sales from 1972-1978. Reach this booming metro and 4 other prosperous Texas markets with the Austin American-Statesman and 4 key dailies in Waco, Longview, Port Arthur and Lufkin. Buy the Austin Group for a 10% discount.

Source: Advertising Age, Dec. 19, 1979
Represented by CWO&O

for more information
call: Roy Gordon
(512) 397-1340

The Austin Group Cox newspapers
Austin, Waco, Port Arthur, Longview, Lufkin

AUSTIN—

"A Modern-Day Boom Town"

(Business Week, May 26th)

In Austin, Retail Sales reached $2.3 billion in 1979. An expanding electronics industry ensures continued growth. Reach Austin with the Austin American-Statesman. Complete your Texas coverage with 4 other key dailies in Waco, Longview, Port Arthur and Lufkin, for a 10% discount.

The Austin Group Cox newspapers

Austin, Waco, Port Arthur, Longview, Lufkin

for more information
call: Roy Gordon
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TEXAS (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Hardin	39.3	.0178	30.4	10.4	15.8	16.5	26.2	13.1	161,255	40,169	4,939	4,185	1,751	49,279	5,520
Jefferson	246.8	.1114	30.9	13.0	14.4	18.2	25.9	89.8	1,256,295	263,444	109,027	183,927	72,610	271,526	31,836
• Beaumont	115.5	.0521	30.6	14.1	14.8	17.1	26.4	43.1	786,726	130,569	73,208	145,646	53,614	172,721	14,805
• Port Arthur	55.0	.0248	33.3	12.0	12.0	17.8	30.2	20.5	277,965	65,057	20,911	25,685	10,793	72,521	9,016
Orange	80.7	.0364	28.6	12.1	18.1	18.3	20.2	29.3	313,853	81,339	17,134	23,786	14,515	69,219	8,866
• Orange	29.0	.0131	28.6	13.6	17.8	15.9	22.7	10.7	187,025	52,875	12,742	16,074	10,253	52,640	4,301
SUBURBAN TOTAL	167.3	.0756	29.6	11.4	16.7	19.1	22.0	57.9	479,687	136,451	24,239	24,493	14,216	92,142	18,100
BROWNSVILLE - HARLINGEN - SAN BENITO	**190.2**	**.0858**	**23.5**	**11.5**	**12.6**	**14.1**	**20.9**	**54.8**	**690,732**	**181,411**	**53,914**	**125,611**	**54,723**	**103,520**	**12,704**
Cameron	190.2	.0858	23.5	11.5	12.6	14.1	20.9	54.8	690,732	181,411	53,914	125,611	54,723	103,520	12,704
• Brownsville	80.8	.0365	22.7	10.8	12.4	14.6	19.4	22.5	371,625	94,599	26,411	83,258	40,309	42,895	7,169
• Harlingen	46.5	.0210	25.3	10.9	13.1	14.3	23.1	14.6	218,770	46,126	19,692	38,218	10,356	46,462	3,452
• San Benito	17.4	.0079	22.5	11.2	12.6	12.4	20.9	5.0	45,413	21,146	1,854	1,122	2,348	9,908	1,427
SUBURBAN TOTAL	45.5	.0204	23.7	13.6	12.7	13.5	21.2	12.7	54,924	19,540	5,957	3,013	1,710	4,255	656
BRYAN - COLLEGE STATION	**82.1**	**.0370**	**24.5**	**25.0**	**16.7**	**12.1**	**19.3**	**28.0**	**343,896**	**54,424**	**32,453**	**45,638**	**13,676**	**72,080**	**23,710**
Brazos	82.1	.0370	24.5	25.0	16.7	12.1	19.3	28.0	343,896	54,424	32,453	45,638	13,676	72,080	23,710
• Bryan	46.4	.0209	27.9	13.5	16.5	14.6	23.7	17.0	226,003	36,692	14,223	28,183	12,403	64,472	4,053
• College Station	30.0	.0135	22.8	46.0	16.8	8.4	10.2	8.6	117,460	17,456	18,230	17,308	1,263	7,608	19,657
SUBURBAN TOTAL	5.7	.0026	30.9	8.5	18.0	10.6	32.0	2.4	433	276		147	10		
CORPUS CHRISTI	**303.9**	**.1372**	**26.6**	**13.3**	**15.6**	**16.5**	**20.2**	**97.1**	**1,384,691**	**351,391**	**108,673**	**180,530**	**62,417**	**325,981**	**33,76**

CORPUS CHRISTI

Sparkling City by the Sea

Sunshine...sandy beaches...gentle breezes.
Corpus Christi has a lot to offer.
Our SMSA is the market place of South Texas.
The Caller-Times reaches almost
8 out of 10 households in the metro market.

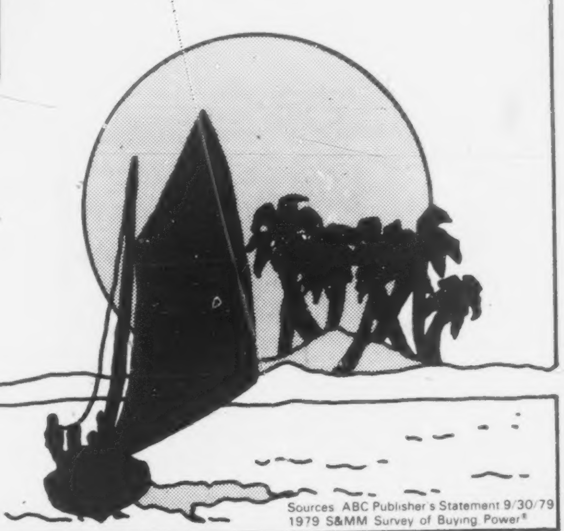
We are ranked 18th in per household retail sales,
98th in food sales and 91st in apparel sales.

When you buy Texas, make sure you've
got South Texas covered.

We'll put the wind in your sales!

Corpus Christi Caller-Times

Represented nationally by BRANHAM NEWSPAPER SALES



Sources: ABC Publisher's Statement 9/30/79
1979 S&MM Survey of Buying Power®

The Texas Daily Press League

.......a national advertising SALES organization !

TEXAS (cont.)

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
	POPULATION—12/31/79								**RETAIL SALES BY STORE GROUP 1979**						
Nueces	250.6	.1131	26.5	13.6	15.8	16.6	20.0	80.5	1,194,424	278,169	100,702	174,694	59,576	274,197	29,331
• Corpus Christi	214.1	.0966	26.8	13.5	16.1	16.7	20.0	69.7	1,116,380	248,674	95,568	171,288	58,598	260,909	27,073
San Patricio	53.3	.0241	26.8	11.7	14.8	16.4	21.5	16.6	190,267	73,222	7,971	5,836	2,841	51,784	4,430
SUBURBAN TOTAL	89.8	.0406	26.1	12.7	14.6	16.0	21.0	27.4	268,311	102,717	13,105	9,242	3,819	65,072	6,688
DALLAS - FORT WORTH	**2,798.0**	**1.2627**	**28.9**	**13.8**	**19.0**	**17.0**	**21.5**	**989.3**	**13,699,830**	**2,430,232**	**1,268,016**	**1,800,653**	**713,171**	**3,371,710**	**545,968**
Collin	119.0	.0537	28.4	11.6	20.1	14.3	22.5	42.5	366,835	100,240	25,972	17,158	11,233	86,453	30,298
Dallas	1,524.5	.6880	28.6	13.6	20.1	17.3	19.9	537.9	7,994,292	1,362,755	761,968	1,062,361	480,097	1,867,963	296,692
• Dallas	861.5	.3888	29.5	14.0	18.5	16.9	23.0	320.9	4,950,715	784,722	546,336	654,034	306,024	1,055,592	146,209
Garland	150.7	.0680	26.8	11.8	24.6	18.2	11.6	47.4	429,555	124,584	32,987	31,820	20,477	111,059	15,090
Grand Prairie	65.3	.0295	26.8	15.2	21.0	16.4	16.4	21.9	162,613	42,804	27,192	1,586	5,676	36,074	20,191
Irving	115.3	.0520	26.7	14.2	24.3	17.8	12.0	37.4	559,599	98,376	42,151	98,650	21,200	190,099	15,240
Mesquite	70.2	.0317	26.2	10.6	26.3	17.6	9.3	20.7	398,444	36,312	22,775	153,588	15,483	47,651	31,915
Richardson	77.1	.0348	27.5	8.3	23.7	22.3	10.0	23.5	449,155	72,020	36,158	63,222	32,749	85,486	41,356
Denton	106.8	.0482	25.2	23.2	16.5	13.5	20.5	37.0	430,233	116,510	40,467	47,081	21,080	104,449	12,447
Ellis	54.9	.0248	32.3	11.2	14.4	14.6	31.5	19.8	179,202	58,280	9,536	13,997	4,484	48,944	6,154
Hood	13.1	.0059	38.0	8.7	11.9	15.6	37.6	5.2	66,513	9,718	4,155	3,449	1,182	32,138	1,538
Johnson	60.7	.0274	32.1	10.9	15.8	16.3	29.2	23.7	217,996	64,797	13,942	13,179	6,897	65,348	9,165
Kaufman	37.6	.0170	33.6	11.6	14.0	14.6	33.5	12.9	141,705	40,024	8,698	7,906	3,574	38,941	3,502
Parker	37.5	.0169	32.3	13.0	16.2	16.7	28.9	12.8	155,337	42,380	7,496	9,872	1,106	58,308	2,436
Rockwall	10.8	.0049	33.1	9.8	15.6	16.5	30.6	4.1	45,625	6,757	4,364	56	2,349	16,011	407
Tarrant	810.2	.3656	29.1	14.1	18.4	17.7	21.5	285.1	4,032,290	605,404	388,439	621,738	179,828	1,033,218	180,707
Arlington	137.1	.0619	26.5	18.9	21.8	17.6	13.8	47.2	947,029	134,264	80,515	171,493	26,775	321,360	16,20[illegible]
• Fort Worth	377.8	.1705	30.4	14.4	16.6	16.3	26.0	139.7	1,938,526	270,118	225,556	304,356	104,604	482,204	90,428
Wise	22.9	.0103	34.2	9.8	15.4	15.8	33.0	8.3	69,802	23,367	2,979	3,856	1,341	19,937	2,626
SUBURBAN TOTAL	1,558.7	.7034	28.3	13.6	20.0	17.1	19.5	528.7	6,810,589	1,375,392	496,124	842,263	302,543	1,833,914	309,331
EL PASO	**453.0**	**.2044**	**24.3**	**15.0**	**15.6**	**16.3**	**16.6**	**134.4**	**1,743,707**	**362,767**	**151,062**	**281,269**	**125,934**	**355,964**	**58,451**
El Paso	453.0	.2044	24.3	15.0	15.6	16.3	16.6	134.4	1,743,707	362,767	151,062	281,269	125,934	355,964	58,451
• El Paso	407.9	.1841	24.9	13.2	15.4	16.8	17.6	124.7	1,700,641	348,896	145,091	280,698	125,558	345,584	58,031
SUBURBAN TOTAL	45.1	.0203	22.1	31.4	17.0	11.4	8.3	9.7	43,066	13,871	5,971	571	376	10,380	420
GALVESTON - TEXAS CITY	**206.1**	**.0930**	**30.1**	**11.8**	**16.7**	**18.1**	**23.8**	**71.9**	**841,130**	**235,641**	**70,460**	**76,594**	**23,784**	**190,832**	**23,673**
Galveston	206.1	.0930	30.1	11.8	16.7	18.1	23.8	71.9	841,130	235,641	70,460	76,594	23,784	190,832	23,673
• Galveston	65.3	.0295	32.7	12.7	14.5	16.3	30.5	25.0	343,426	77,563	37,426	45,788	14,465	62,236	7,788
• Texas City	45.3	.0204	28.9	12.2	16.5	19.9	20.0	15.0	203,352	47,411	12,175	18,316	5,363	62,159	7,662
SUBURBAN TOTAL	95.5	.0431	29.3	11.0	18.1	18.6	21.0	31.9	294,352	110,667	20,859	12,490	3,955	66,437	8,223

EL PASO! New Texico? West Mexas? Tex-New Mex? West MexTex?

No Matter how you try to say it, EL PASO is Southern New Mexico and West Texas!

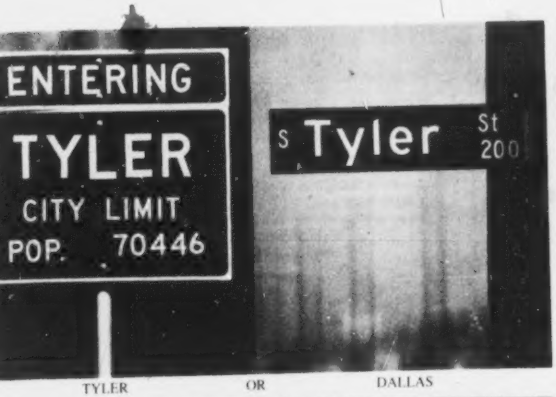
$2.8 Billion Retail Sales

#1980 S&MM Survey of Buying Power El Paso Retail Trade Zone (RTZ)

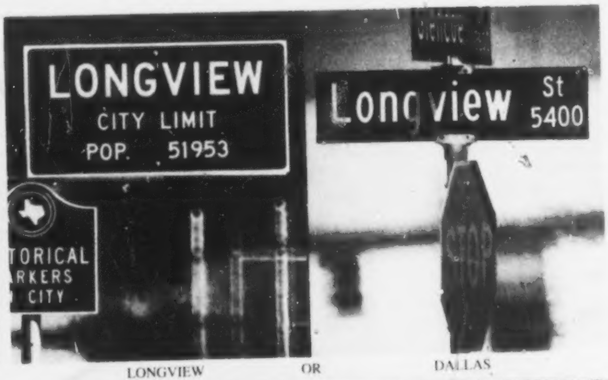
Gannett Newspaper Advertising Sales Story & Kelly-Smith representing:

The El Paso Times & Herald-Post

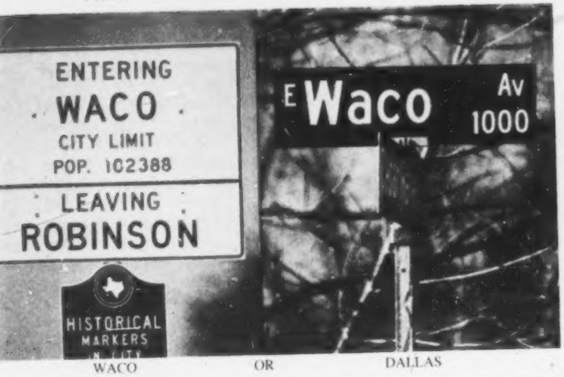
New Mexico
Texa
El★PASO


ENTERING
TYLER
CITY LIMIT
POP. 70446
S Tyler St 200

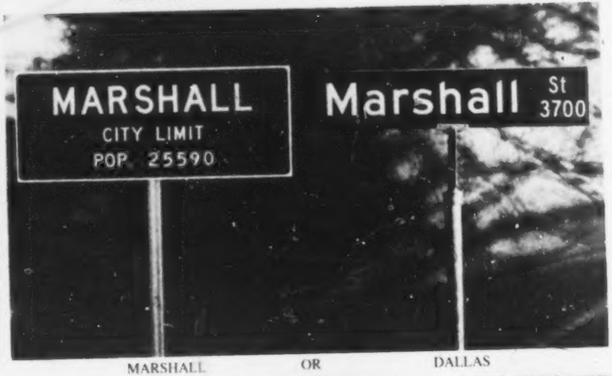
TYLER OR DALLAS


LONGVIEW
CITY LIMIT
POP. 51953
TORICAL
RKERS
CITY
Longview St 5400
STOP

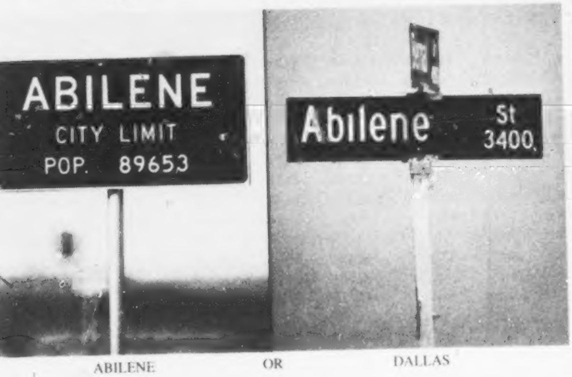
LONGVIEW OR DALLAS


ENTERING
WACO
CITY LIMIT
POP. 102388
LEAVING
ROBINSON
HISTORICAL
MARKERS
E Waco Av 1000

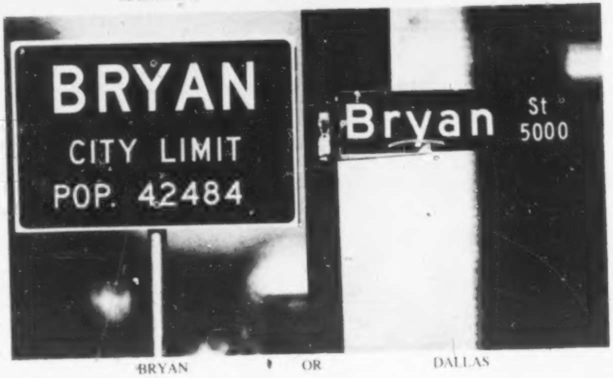
WACO OR DALLAS


MARSHALL
CITY LIMIT
POP. 25590
Marshall St 3700

MARSHALL OR DALLAS


ABILENE
CITY LIMIT
POP. 89653
Abilene St 3400

ABILENE OR DALLAS


BRYAN
CITY LIMIT
POP. 42484
Bryan St 5000

BRYAN OR DALLAS

When you buy Dallas, you'd better know the difference between Tyler, Texas and Tyler Street.

Buying a market you're not familiar with is at best, difficult. And with all the claims made by the competition about being number one everywhere in the state, it's hard not to believe them.

But remember this, when you buy the Morning News, you get almost a third of your reach outside the Dallas County Trade Area. In places like Tyler.

So if you want to reach the people of Dallas – like the ones that live on Tyler Street, you need the Dallas Times Herald. We'll deliver 21,000 more households in Dallas County than the competition. Because in the Times Herald, you get exactly what you pay for. Dallas. And more of it.

So go ahead and tell your media director you bought Tyler, Abilene, Marshall and Bryan. But only the ones with Dallas zip codes.

Dallas Times Herald
The newspaper Dallas can be proud of.

Represented nationally by Branham Newspaper Sales, Inc.

TEXAS (cont.)

ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
HOUSTON	2,779.4	1.2545	27.9	13.2	18.8	17.4	19.2	975.5	14,501,111	3,008,823	1,216,215	2,112,646	659,430	3,536,536	[illegible]
Brazoria	147.9	.0668	28.3	12.1	19.4	18.5	18.6	49.2	588,885	178,856	41,468	67,782	19,139	100,501	[illegible]
Fort Bend	101.4	.0458	26.5	12.1	16.9	15.4	20.2	28.7	309,341	85,742	11,846	14,318	22,838	85,394	[illegible]
Harris	2,360.5	1.0652	27.8	13.4	19.2	17.5	18.8	840.3	[illegible]	2,550,137	1,129,970	2,007,187	598,584	3,112,330	[illegible]
Baytown	54.3	.0245	29.8	12.5	16.8	17.5	23.8	19.8	375,458	75,164	25,724	58,325	9,207	120,198	[illegible]
● Houston	1,741.6	.7860	28.1	14.0	18.6	17.2	19.9	633.3	9,675,600	1,684,057	896,769	1,664,824	531,256	2,113,194	[illegible]
Pasadena	114.6	.0517	26.6	14.1	19.4	19.0	14.7	38.9	557,346	89,613	35,687	168,486	21,701	106,909	[illegible]
Liberty	42.8	.0194	30.8	10.4	14.1	16.4	27.8	15.3	188,605	57,106	12,153	8,617	2,568	53,207	[illegible]
Montgomery	109.8	.0496	29.4	9.4	15.8	17.7	23.4	36.5	426,880	127,556	13,618	13,012	11,865	104,238	[illegible]
Waller	17.0	.0077	26.4	23.5	11.5	12.3	27.8	5.5	[illegible]	9,426	7,160	1,730	4,436	80,866	[illegible]
SUBURBAN TOTAL	1,037.8	.4685	27.6	11.7	19.3	17.7	18.1	342.2	4,875,511	1,324,766	319,446	447,822	128,174	1,423,342	134,756
HOUSTON - GALVESTON CONSOLIDATED AREA	*2,985.5*	*1.3475*	*28.0*	*13.1*	*18.7*	*17.5*	*19.5*	*1,047.4*	*15,342,241*	*3,244,464*	*1,286,675*	*2,189,240*	*683,214*	*3,727,368*	[illegible]
KILLEEN - TEMPLE	210.2	.0949	22.9	27.4	13.8	11.6	16.2	65.4	[illegible]	142,219	53,890	74,622	30,198	173,901	12,210
Bell	166.2	.0750	23.0	25.9	14.1	12.0	16.4	53.6	587,984	118,353	49,803	68,882	24,389	161,530	10,500
● Killeen	50.8	.0229	21.4	30.2	14.7	11.7	8.2	19.3	270,434	39,943	24,055	21,339	10,550	101,276	[illegible]
● Temple	42.5	.0192	30.4	10.3	13.0	15.2	28.8	16.1	259,732	56,798	21,763	46,005	13,267	51,419	[illegible]
Coryell	44.0	.0199	22.5	33.5	12.7	10.2	15.2	11.8	76,983	23,866	4,087	5,740	5,809	12,371	1,710
SUBURBAN TOTAL	116.9	.0528	22.6	32.5	13.8	10.3	15.0	30.0	134,801	45,478	8,072	7,278	6,381	21,206	3,226
LAREDO	89.4	.0403	23.5	13.0	13.4	13.9	19.8	25.3	453,599	101,828	25,509	82,947	34,166	53,637	12,499
Webb	89.4	.0403	23.5	13.0	13.4	13.9	19.8	25.3	453,599	101,828	25,509	82,947	34,166	53,637	12,499
● Laredo	86.1	.0389	23.3	12.8	13.0	14.1	19.8	24.3	449,517	100,868	25,126	82,947	33,493	52,584	12,499
SUBURBAN TOTAL	3.3	.0014	26.1	17.0	24.1	9.0	19.5	1.0	4,082	960	383		673	1,053	
LONGVIEW - MARSHALL	136.8	.0617	31.6	12.1	14.7	16.0	[illegible]	48.3	753,254	172,599	51,930	84,468	45,286	163,021	20,442
Gregg	89.6	.0404	31.2	12.1	15.2	16.4	27.8	32.0	593,684	132,534	42,707	69,054	32,026	129,507	16,733
● Longview	55.7	.0251	30.8	12.0	14.8	18.0	25.7	19.9	453,604	103,283	35,848	56,367	26,366	92,518	12,917
Harrison	47.2	.0213	32.4	12.0	13.5	15.1	31.4	16.3	159,570	40,065	9,223	15,414	13,260	33,514	3,709
● Marshall	26.1	.0118	33.3	13.8	12.5	15.0	32.9	9.7	144,402	36,472	8,324	14,231	13,097	31,062	3,557
SUBURBAN TOTAL	55.0	.0248	31.7	11.3	15.5	14.4	30.4	18.7	155,248	32,844	7,758	13,870	5,823	39,441	3,968
LUBBOCK	205.2	.0926	24.9	20.2	16.4	14.8	18.6	71.7	1,134,430	212,869	92,589	137,353	69,603	306,519	18,988
Lubbock	205.2	.0926	24.9	20.2	16.4	14.8	18.6	71.7	1,134,430	212,869	92,589	137,353	69,603	306,519	18,988
● Lubbock	170.5	.0769	24.8	21.2	16.6	14.7	18.2	60.3	1,051,478	202,084	90,232	136,530	67,740	268,744	17,140
SUBURBAN TOTAL	34.7	.0157	25.5	16.1	15.5	15.1	20.2	11.4	82,952	10,785	2,357	823	1,863	37,775	1,846
McALLEN - PHARR - EDINBURG	244.7	.1105	22.9	13.0	12.7	14.0	19.4	66.2	948,803	241,858	56,981	153,745	46,988	159,029	24,746
Hidalgo	244.7	.1105	22.9	13.0	12.7	14.0	19.4	66.2	948,803	241,858	56,981	153,745	46,988	159,029	24,746
● Edinburg	22.9	.0103	23.5	15.1	13.5	13.6	19.8	6.6	86,176	23,674	7,767	3,509	5,950	17,670	2,881
● McAllen	56.9	.0257	24.8	11.8	13.7	14.6	21.3	16.9	504,779	107,814	30,807	99,235	27,144	83,481	12,348
● Pharr	20.2	.0091	22.1	12.6	12.6	14.2	17.9	5.3	118,935	20,748	7,135	31,843	2,474	13,928	2,682
SUBURBAN TOTAL	144.7	.0654	22.2	[illegible]	12.2	13.7	18.9	37.4	238,913	89,622	11,272	19,158	11,420	43,950	6,835
MIDLAND	76.7	.0346	29.6	9.8	16.0	21.4	19.9	26.8	432,152	91,249	27,720	35,076	26,437	117,470	8,258
Midland	76.7	.0346	29.6	9.8	16.0	21.4	19.9	26.8	432,152	91,249	27,720	35,076	26,437	117,470	8,258
● Midland	68.1	.0307	29.5	10.2	16.0	21.7	19.4	23.9	425,722	89,172	27,219	35,066	26,392	117,146	8,258
SUBURBAN TOTAL	8.6	.0039	30.5	6.7	16.2	18.9	23.8	2.9	6,430	2,077	501	10	45	324	
ODESSA	111.3	.0503	28.1	12.1	17.5	19.5	18.4	38.7	676,675	143,351	61,268	100,991	29,292	162,046	8,470
Ector	111.3	.0503	28.1	12.1	17.5	19.5	18.4	38.7	676,675	143,351	61,268	100,991	29,292	162,046	8,470
● Odessa	97.0	.0438	27.9	12.4	17.7	18.8	18.7	33.7	665,852	141,728	60,211	100,991	28,733	161,770	8,470
SUBURBAN TOTAL	14.3	.0065	29.1	10.6	14.7	24.5	16.8	5.0	10,823	1,623	1,057		559	276	
SAN ANGELO	78.8	.0356	29.7	15.2	14.7	15.4	26.9	29.5	408,176	86,197	31,525	48,745	18,820	113,674	5,456
Tom Green	78.8	.0356	29.7	15.2	14.7	15.4	26.9	29.5	408,176	86,197	31,525	48,745	18,820	113,674	5,456
● San Angelo	69.7	.0315	29.2	15.6	14.7	15.4	26.2	26.3	407,377	86,026	31,431	48,701	18,765	113,396	5,456
SUBURBAN TOTAL	9.1	.0041	33.8	12.1	15.1	15.6	32.6	3.2	799	171	94	44	55	278	
SAN ANTONIO	1,048.0	.4730	27.0	14.4	15.5	16.0	21.6	332.2	3,967,566	885,499	359,985	643,501	191,328	809,699	78,086

THE SAN ANTONIO
EXPRESS-NEWS

FIRST CHOICE

First Choice IN DAILY CIRCULATION BY 34,777* AVERAGE PAID COPIES

First Choice AMONG SAN ANTONIO'S AFFLUENT 76%** OF THE ADULTS WITH AN INCOME OF $25,000+ READ THE EXPRESS-NEWS

*ABC White Audit
Sept. 30, 1979
**Internat'l.
Demographics
Jan.-June, 1979

Represented Nationally By **Branham Newspaper Sales**

Chronicle Co-op is big in Houston

You get more when you co-op with The Houston Chronicle: more reach, more services, more placement options than with any other newspaper in Houston.

Big on reach:
With a readership of 685,000 adults daily and 951,000 Sunday, The Chronicle brings your advertising message to more people — and that translates to more customers per advertising dollar.

Big on services:
The Chronicle offers you up-to-date market research, custom designs in art and layout, manufacturer and dealer meetings, and special co-op invoicing to meet manufacturer billing requirements -- services not generally offered by smaller newspapers.

Big on placement options:
Chronicle co-op programs offer you more choices for placing your ad — standard ROP sections, special advertising sections, pre-prints, zoned sections, our locally produced rotogravure magazine, Sunday Comics, or TV Chronilog. You pick the environment that fits your market.

It's easy to co-op with The Chronicle. Just call Jim McElgunn, our co-op advertising co-ordinator, at (713) 220-7650. We'll be happy to help you set up a program.

Source: Belden Continuing Market Study, 1980.

Houston Chronicle

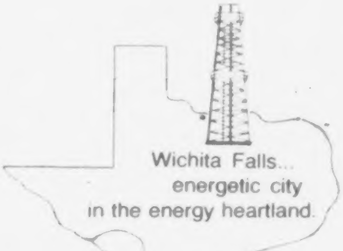
TEXAS (cont.)

S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Bexar	974.4	.4398	28.7	[illegible]	15.6	16.0	21.0	306.7	3,684,684	795,051	336,850	631,633	178,814	741,808	[illegible]
• San Antonio	[illegible]	.3799	27.8	12.4	15.0	[illegible]	23.0	271.8	3,364,501	673,348	308,671	587,866	162,845	721,440	[illegible]
Comal	33.3	.0150	32.7	11.1	13.5	16.2	[illegible]	11.7	141,359	51,528	9,057	6,308	2,674	29,610	[illegible]
Guadalupe	40.3	.0182	30.1	13.3	14.2	14.9	28.1	[illegible]	141,523	38,920	14,078	5,560	9,840	38,281	[illegible]
SUBURBAN TOTAL	206.2	.0931	24.6	22.8	17.5	15.4	15.9	60.4	603,065	212,151	51,314	55,635	28,483	88,259	[illegible]
SHERMAN - DENISON	**85.3**	**.0385**	**33.1**	**12.4**	**15.4**	**15.7**	**31.3**	**33.5**	**381,014**	**87,019**	**24,551**	**54,949**	**14,883**	**86,006**	**11,459**
Grayson	85.3	.0385	33.1	12.4	15.4	15.7	31.3	33.5	381,014	87,019	24,551	54,949	14,883	86,006	11,459
• Denison	22.9	.0103	32.9	11.7	15.3	15.5	31.4	9.3	131,505	39,820	7,878	12,356	3,984	26,988	[illegible]
• Sherman	27.3	.0123	31.8	14.8	15.2	16.0	29.1	10.6	203,552	32,121	14,835	41,756	10,308	46,433	[illegible]
SUBURBAN TOTAL	35.1	.0159	34.1	11.0	15.5	15.6	33.0	13.6	45,957	15,078	1,838	837	591	12,585	345
TEXARKANA	**119.3**	**.0538**	**31.4**	**11.6**	**15.2**	**15.7**	**28.9**	**44.2**	**494,150**	**128,936**	**34,077**	**61,119**	**17,794**	**105,157**	**12,221**
Bowie	74.4	.0335	31.9	11.5	15.0	16.1	29.2	28.2	328,031	67,485	23,701	48,815	15,419	91,255	6,417
• Texarkana	39.8	.0180	33.7	12.3	13.1	14.9	33.4	16.1	256,615	41,251	18,835	47,718	13,835	80,760	[illegible]
Little River, Ark.	*11.4*	*.0051*	*30.0*	*11.6*	*15.2*	*14.5*	*27.9*	*4.0*	*29,505*	*9,623*	*636*	*3,113*	*609*	*9,073*	[illegible]
Miller, Ark.	*33.5*	*.0152*	*30.9*	*12.0*	*15.1*	*15.3*	*28.5*	*12.0*	*136,614*	*51,828*	*9,740*	*9,191*	*1,766*	*4,829*	*4,802*
• *Texarkana*	*21.1*	*.0095*	*31.4*	*12.2*	*15.3*	*15.0*	*29.5*	*7.9*	*124,351*	*49,174*	*8,277*	*8,594*	*1,607*	*4,346*	[illegible]
SUBURBAN TOTAL	58.4	.0263	30.2	11.0	16.6	16.5	25.5	20.2	113,184	38,511	6,965	4,807	2,352	20,051	2,879
TYLER	**115.6**	**.0521**	**31.3**	**11.9**	**14.8**	**16.2**	**28.3**	**42.3**	**630,716**	**135,725**	**41,507**	**94,891**	**41,312**	**115,607**	**15,289**
Smith	115.6	.0521	31.3	11.9	14.8	16.2	28.3	42.3	630,716	135,725	41,507	94,891	41,312	115,607	15,289
• Tyler	69.9	.0315	31.1	13.2	14.7	16.8	27.5	26.0	589,120	125,398	40,319	94,296	40,893	110,578	14,642
SUBURBAN TOTAL	45.7	.0206	31.5	9.9	15.3	15.3	29.4	16.3	41,596	10,327	1,188	595	419	5,029	647
△ VICTORIA	**64.9**	**.0293**	**28.0**	**12.2**	**16.3**	**16.9**	**21.6**	**20.7**	**374,835**	**72,093**	**27,097**	**51,514**	**19,622**	**95,407**	**8,974**
Victoria	64.9	.0293	28.0	12.2	16.3	16.9	21.6	20.7	374,835	72,093	27,097	51,514	19,622	95,407	8,974
• Victoria	51.6	.0233	27.7	12.5	16.7	17.4	20.3	16.6	373,177	71,460	26,683	51,343	19,619	95,375	8,974
SUBURBAN TOTAL	13.3	.0060	29.3	11.3	14.5	14.9	26.8	4.1	1,658	633	414	171	3	32	
WACO	**161.4**	**.0728**	**31.7**	**14.8**	**13.1**	**15.8**	**29.9**	**59.2**	**758,854**	**161,634**	**64,086**	**84,787**	**38,996**	**187,397**	**21,260**
McLennan	161.4	.0728	31.7	14.8	13.1	15.8	29.9	59.2	758,854	161,634	64,086	84,787	38,996	187,397	21,260
• Waco	104.3	.0471	31.7	16.6	12.1	15.6	30.4	38.7	614,168	105,570	53,752	79,774	30,968	151,821	[illegible]
SUBURBAN TOTAL	57.1	.0257	31.8	11.5	15.0	16.4	28.8	20.5	144,686	56,064	10,334	5,013	8,028	35,576	1,891
WICHITA FALLS	**128.6**	**.0581**	**29.8**	**15.2**	**15.4**	**16.6**	**25.4**	**46.9**	**620,297**	**122,130**	**44,738**	**81,035**	**36,449**	**149,267**	**13,860**
Clay	9.2	.0042	40.0	8.6	13.2	15.9	39.3	3.5	16,655	4,486	141	683	196	2,923	889
Wichita	119.4	.0539	29.2	15.8	15.7	16.6	24.2	43.4	603,642	117,644	44,597	80,352	36,253	146,344	12,971
• Wichita Falls	95.7	.0432	28.7	17.6	15.9	16.0	23.9	34.5	545,771	100,447	42,626	79,782	34,354	124,481	[illegible]
SUBURBAN TOTAL	32.9	.0149	33.3	8.3	14.5	18.1	29.4	12.4	74,526	21,683	2,112	1,253	2,095	24,786	2,601
OTHER COUNTIES															
Anderson	35.6	.0160	36.5	8.6	14.6	15.7	35.9	13.0	122,488	33,016	6,064	8,019	4,316	32,833	5,123
Andrews	12.5	.0057	28.8	10.9	15.0	20.1	20.5	4.2	50,903	11,950	3,339	2,398	2,231	14,743	1,154
Angelina	59.0	.0266	30.4	11.8	16.1	15.2	27.4	19.9	263,520	73,753	14,148	15,567	13,089	54,922	9,520
Aransas	12.2	.0055	35.0	8.0	12.3	15.4	34.6	4.5	51,177	18,577	3,175	1,241	1,161	6,714	1,858
Archer	6.5	.0029	37.5	9.4	12.6	16.9	35.8	2.5	16,893	5,210	739	106	62	5,474	218
Armstrong	2.4	.0011	41.1	8.0	13.4	15.6	40.8	1.0	3,099	914	97	369	69	538	51
Atascosa	20.5	.0093	29.8	11.0	12.8	14.4	28.9	6.4	60,773	16,664	3,848	4,287	1,097	11,581	1,257
Austin	16.6	.0075	42.0	8.4	11.5	14.1	42.5	6.3	49,338	14,879	2,794	2,843	1,989	11,101	1,363
Bailey	7.6	.0034	30.0	10.4	14.2	16.0	26.9	2.7	27,579	8,685	1,653	693	924	8,215	762
Bandera	6.5	.0029	43.7	7.2	10.3	15.5	43.5	2.8	11,337	3,284	471	64	169	2,651	
Bastrop	21.1	.0095	37.6	9.3	11.0	14.2	38.2	7.7	53,273	23,387	3,201	1,714	1,583	7,313	2,029
Baylor	4.8	.0022	45.6	7.1	11.5	15.2	45.5	2.0	15,983	3,960	912	349	178	4,235	671
Bee	23.5	.0106	25.2	16.9	14.9	13.4	22.0	7.3	79,444	17,076	4,731	4,187	2,876	21,493	1,462
Blanco	4.1	.0018	43.5	7.6	10.7	14.1	43.9	1.7	12,902	4,502	1,314		301	566	135
Borden	1.1	.0005	34.4	9.5	15.2	22.8	26.3	.5	368						207
Bosque	13.6	.0062	50.3	7.7	10.1	12.2	50.4	5.9	32,857	8,954	1,111	1,707	564	10,362	2,191
Brewster	8.0	.0036	24.2	26.0	13.2	11.7	22.1	2.6	32,786	8,005	1,967	997	468	5,501	1,509
Briscoe	2.6	.0012	34.9	8.4	14.2	14.9	35.0	.9	5,969	2,604	526	179		1,132	120
Brooks	7.6	.0034	28.6	10.8	15.4	15.4	24.7	2.3	29,246	7,627	2,127	1,323	1,314	8,360	82
Brown	31.7	.0143	37.7	12.0	12.1	13.0	39.3	12.2	140,582	33,382	7,362	15,250	4,762	35,742	4,404
Burleson	10.6	.0048	39.4	9.1	10.4	13.3	40.6	4.1	27,459	6,826	2,267	1,295	826	5,681	259
Burnet	17.1	.0077	45.0	7.3	10.5	13.4	45.5	6.8	55,473	12,603	1,929	4,762	2,129	11,497	1,927
Caldwell	22.7	.0103	27.2	16.3	10.5	12.2	29.6	6.7	62,770	15,350	3,144	2,382	1,261	21,837	1,287
Calhoun	18.1	.0082	27.0	12.0	16.6	18.6	18.2	5.7	70,833	21,309	4,144	3,139	3,189	14,389	2,109
Camp	8.9	.0040	37.2	8.7	11.1	15.2	37.0	3.2	29,766	7,335	1,256	928	2,005	8,814	1,290



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91% net reach SMSA
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Wichita Falls...
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Wichita Falls...population,
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- ✓ Diversified industrial base
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- ✓ SMSA 21st in retail sales per househould

Find out more from CWO&O about why Wichita Falls Times and Record News is an ideal test medium.

AS (cont.)

ESTIMATES

RO AREA ounty City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
arson	6.6	.0030	34.2	8.1	15.3	17.2	31.6	2.5	16,643	3,873	1,274		91	3,386	348
ass	27.1	.0123	34.9	9.7	12.7	14.8	35.1	9.7	92,861	30,948	5,522	6,046	2,468	19,277	2,490
astro	10.4	.0046	26.2	10.9	16.1	16.7	19.1	2.8	33,656	7,743	1,010	2,431	816	10,913	1,016
hambers	14.9	.0068	30.5	11.0	15.0	18.2	25.0	5.3	64,149	18,101	4,710	1,011	580	20,483	1,439
herokee	33.7	.0152	38.0	10.4	11.9	14.3	38.5	12.1	110,274	29,304	3,655	6,947	3,438	32,197	2,900
hildress	6.8	.0030	45.1	7.5	10.5	14.2	45.4	3.0	26,087	6,619	1,614	3,040	957	4,586	927
ochran	4.6	.0021	30.0	10.3	15.2	15.8	26.6	1.4	12,400	3,170	115	525	239	4,593	592
oke	3.1	.0014	42.9	7.8	9.5	17.2	41.9	1.3	13,460	1,593	481	102	34	8,730	114
oleman	10.6	.0048	47.9	6.9	9.6	13.7	48.1	4.5	31,531	10,156	1,710	972	162	6,624	1,519
ollingsworth	4.6	.0020	44.9	7.7	9.5	14.0	45.3	2.0	14,066	3,218	338	1,702	249	1,065	1,307
olorado	18.0	.0082	37.1	9.1	11.7	15.7	36.5	6.[illegible]	79,449	16,262	5,899	2,710	1,630	27,114	1,747
omanche	12.3	.0055	45.7	8.3	11.2	13.1	46.2	5.2	42,546	18,086	1,250	4,153	943	10,023	1,179
oncho	2.7	.0013	45.6	8.2	11.1	13.0	46.1	1.0	22,696	2,413	672	358		14,572	98
ooke	26.1	.0117	33.8	11.0	12.7	15.8	32.8	9.2	132,026	28,609	8,412	4,870	4,700	26,108	3,408
ottle	2.8	.0013	39.8	7.0	13.5	14.3	40.2	1.2	8,488	2,798	383	139	428	1,922	391
rane	4.5	.0020	30.4	10.2	16.0	18.1	24.6	1.6	11,448	3,259	1,260	427	75	2,192	328
rockett	4.5	.0020	30.1	10.6	15.3	16.8	25.7	1.6	21,707	6,174	711	670	650	2,904	625
rosby	8.0	.0036	32.2	9.0	14.5	15.7	30.3	2.9	15,683	4,499	448	1,095	642	4,820	849
ulberson	3.8	.0017	25.1	11.9	17.9	15.3	17.0	1.1	15,295	1,679	1,255	269	70	1,701	173
allam	6.3	.0029	31.9	9.7	14.7	15.3	30.1	2.1	43,062	8,621	2,557	1,222	433	11,473	823
awson	16.5	.0074	29.9	10.2	13.9	15.3	27.7	5.6	63,666	14,009	6,463	3,515	3,150	15,657	1,824
eaf Smith	20.0	.0091	25.7	11.6	16.5	15.4	19.3	5.6	77,224	22,797	7,600	4,478	4,465	18,109	1,291
elta	4.4	.0020	50.9	9.3	10.0	10.5	51.6	1.8	9,744	3,082	74	438	383	3,461	645
e Witt	19.1	.0086	40.9	8.8	10.2	14.4	41.3	7.2	58,730	15,546	2,818	4,191	987	12,339	2,812
ickens	3.3	.0015	43.9	7.1	11.0	12.3	45.1	1.4	14,674	2,620	481	511	94	3,429	573
immit	11.6	.0052	23.9	12.6	12.0	14.0	21.9	3.0	28,475	10,874	2,020	2,634	355	1,188	264
onley	3.8	.0017	42.6	12.9	10.0	12.9	43.6	1.4	20,031	2,601	1,276	2,051	490	9,121	486
uval	12.5	.0057	29.6	10.3	12.5	15.1	28.1	3.8	21,460	9,485	1,521	235	309	3,305	488
Eastland	18.6	.0083	44.6	11.7	10.0	12.9	45.3	7.7	52,307	13,236	3,361	3,952	1,635	9,143	2,773
Edwards	2.3	.0010	33.0	10.1	12.2	16.1	31.4	1.0	3,007	1,599	145	63			74
Erath	20.6	.0093	38.7	17.3	10.6	12.2	40.7	8.2	92,405	19,680	6,093	9,227	2,298	23,336	5,947
Falls	16.4	.0074	43.7	8.8	9.2	13.5	44.3	6.2	51,466	15,426	2,892	1,854	1,733	9,301	1,426
Fannin	23.2	.0105	44.6	8.5	11.3	14.2	44.9	9.4	88,821	20,627	2,296	4,124	1,786	39,109	1,948
Fayette	18.6	.0084	49.4	7.4	9.0	13.7	49.4	7.4	70,233	21,562	9,275	2,783	1,482	14,466	1,719
Fisher	6.3	.0028	42.2	7.2	10.7	15.1	42.1	2.6	12,893	3,768	841	955	377	3,556	715
Floyd	10.7	.0049	32.4	8.9	13.7	16.3	30.2	3.7	28,634	5,845	798	864	189	7,257	1,093
oard	2.1	.0009	48.6	6.5	9.0	14.8	48.6	.8	4,557	1,858	47		40	887	
Frankli	6.8	.0030	42.6	8.2	11.3	14.7	42.7	2.7	15,162	2,621	683	760	1,281	2,924	447
Freestone	12.2	.0055	45.8	7.6	9.0	12.7	46.4	4.7	53,792	13,612	3,005	2,350	976	13,743	3,038
Frio	13.4	.0061	25.8	11.9	13.2	13.5	24.3	3.9	38,193	15,999	2,323	359	1,698	8,240	1,494
Gaines	11.3	.0051	28.8	10.5	15.9	17.2	23.0	3.8	32,257	11,981	1,926	418	366	6,734	1,267
Garza	5.3	.0024	31.7	9.2	13.5	15.0	30.5	1.9	16,377	6,136	1,244	935	269	1,932	509
Gillespie	12.2	.0055	41.2	7.8	11.3	15.4	41.0	4.5	52,522	11,788	4,817	4,191	2,769	8,88[illegible]	1,435
Glasscock	1.1	.0005	31.0	7.7	15.2	17.3	26.6	.3	1,288	657	88				
Goliad	4.9	.0022	37.2	10.2	10.6	16.2	36.2	1.8	13,186	4,007	1,082	330	268	2,681	404
Gonzales	15.6	.0071	36.9	9.5	10.8	14.3	37.5	5.7	44,436	13,896	3,102	2,451	1,632	9,075	1,706
Gray	25.8	.0116	34.5	8.9	15.4	18.4	30.8	9.8	116,348	30,249	10,851	7,779	5,934	30,087	3,120
Grimes	12.4	.0056	38.3	9.3	10.4	12.9	40.0	4.5	33,281	9,494	2,654	1,558	614	5,026	825
Hale	36.2	.0164	29.2	10.7	14.7	15.8	25.7	11.8	156,197	42,492	7,711	14,355	8,822	36,902	5,766
Hall	5.5	.0024	39.7	8.6	11.8	13.6	40.6	2.1	15,686	3,836	794	827	346	4,428	981
Hamilton	7.7	.0035	52.1	6.6	8.0	13.3	53.4	3.4	24,412	5,207	1,288	868	2,114	4,387	1,133
Hansford	5.9	.0027	29.7	9.7	18.9	18.9	21.2	2.1	29,242	6,020	1,234	1,693	766	12,790	894
Hardeman	6.3	.0028	44.9	7.4	10.5	13.9	45.3	2.5	15,363	6,789	1,018	328	189	2,210	249
Hartley	3.1	.0014	32.6	8.8	15.0	18.6	27.7	.9	5,368	569	64		72	2,630	
Haskell	7.6	.0035	43.7	7.2	10.4	15.4	43.5	3.1	27,345	6,607	1,242	889	2,143	7,726	915
Hemphill	4.4	.0020	32.2	8.5	14.0	16.3	29.8	1.7	22,524	7,343	1,620	39	36	4,486	1,776
Henderson	34.4	.0155	35.5	10.3	12.6	14.6	35.9	12.7	124,489	28,403	5,681	10,753	2,466	28,906	2,759
Hill	23.0	.0104	43.3	9.5	10.4	13.6	43.9	9.1	80,620	26,858	4,445	2,363	2,110	14,662	3,821
Hockley	22.3	.0100	28.2	13.8	15.3	15.3	24.4	7.1	78,167	18,744	5,340	2,850	2,704	18,808	2,629
Hopkins	22.4	.0101	36.6	10.9	12.9	14.1	37.4	8.7	93,937	21,931	4,519	6,764	2,598	31,436	3,238
Houston	19.1	.0087	35.4	11.6	13.4	13.6	36.8	6.7	64,261	17,861	1,758	1,058	2,897	24,430	1,626
Howard	35.2	.0158	29.5	13.0	16.2	16.8	24.2	11.7	204,381	37,954	14,602	13,771	4,251	68,362	3,041
Hudspeth	2.7	.0013	27.2	10.1	14.3	17.4	21.5	1.0	3,576	856	421	151			35
Hunt	51.7	.0233	31.1	17.3	14.8	14.2	30.1	18.8	192,049	46,114	12,351	15,998	8,561	46,033	5,773
Hutchinson	27.0	.0122	34.7	9.4	13.2	20.0	29.7	10.2	90,997	28,689	6,365	3,407	3,447	22,617	3,011
rion	1.2	.0005	38.8	9.3	12.5	13.3	40.1	.4	4,799	578	63				
Jack	7.2	.0033	40.7	8.0	13.4	15.8	40.2	2.8	23,064	4,631	1,382	333	480	6,911	1,110
Jackson	14.0	.0063	32.2	10.5	13.4	16.2	30.1	4.8	40,720	15,514	2,601	1,505	862	8,826	1,037
Jasper	28.6	.0129	32.7	9.8	14.2	15.8	31.0	9.6	126,158	37,892	4,295	9,439	4,184	42,324	4,568
Jeff Davis	1.4	.0006	33.1	10.2	14.0	16.3	31.1	.6	1,482	498	229				53
Jim Hogg	4.6	.0021	30.4	11.2	13.1	15.5	28.4	1.5	12,670	4,822	742	512	293	2,691	203
Jim Wells	34.7	.0156	27.6	12.0	14.9	16.0	23.0	10.2	147,444	45,066	9,154	7,902	6,132	40,935	3,745
Karnes	13.0	.0059	33.3	10.6	11.2	15.8	32.3	4.1	42,001	12,564	3,831	1,844	2,442	10,030	732
Kendall	8.9	.0040	37.4	8.4	13.1	16.0	36.7	3.6	30,455	10,017	3,141	827	149	6,486	683
Kenedy	.6	.0003	30.5	11.5	14.7	18.3	25.0	.2	805		78	486			
Kent	1.1	.0005	38.9	7.5	13.4	15.9	38.2	.4	1,887	175	23	34		796	
Kerr	25.1	.0113	42.5	7.8	11.1	14.4	42.8	9.5	105,884	27,873	6,195	7,895	5,456	15,568	1,803
Kimble	4.2	.0019	37.1	9.0	13.0	15.2	36.9	1.8	21,380	5,124	2,705	744	470	4,462	322
King	.4	.0002	34.8	10.3	13.5	17.3	32.5	.2	1,572		113	39			
Kinney	2.2	.0010	30.9	10.6	10.3	16.5	29.3	.7	3,733	1,913	179	54	39	110	43
Kleberg	33.4	.0150	23.5	25.7	15.4	12.3	16.9	9.8	128,023	43,730	10,696	3,351	6,625	27,824	1,758

TEXAS (cont.)

S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GRO 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Dr ($0
Knox	5.5	.0025	43.0	6.7	10.1	15.1	43.0	2.2	14,870	5,235	923	306	108	1,330	[illegible]
Lamar	38.7	.0175	35.2	10.6	13.7	14.0	36.2	14.6	169,274	42,131	10,391	22,231	6,899	24,472	[illegible]
Lamb	17.5	.0079	33.5	8.8	13.2	15.8	32.2	6.2	53,490	16,029	2,227	3,104	1,674	13,831	[illegible]
Lampasas	12.4	.0056	33.0	12.4	9.9	13.5	34.5	4.4	40,849	10,010	2,522	3,226	1,687	10,161	[illegible]
La Salle	5.4	.0024	28.4	11.4	13.5	13.2	27.8	1.7	14,972	2,315	1,062	2,591	357	984	[illegible]
Lavaca	18.4	.0083	44.9	8.1	10.0	13.3	45.4	7.1	55,142	16,788	2,260	2,019	3,223	12,455	[illegible]
Lee	9.5	.0043	41.9	8.3	10.0	14.9	42.0	3.7	25,828	7,812	2,096	786	2,673	2,649	[illegible]
Leon	9.4	.0042	45.3	6.7	9.5	13.3	45.8	3.8	18,726	5,203	1,735	500	1,146	876	[illegible]
Limestone	18.5	.0083	42.6	9.2	11.4	13.6	43.3	6.5	63,628	29,437	2,345	1,093	1,266	10,976	[illegible]
Lipscomb	4.1	.0019	37.6	6.9	16.3	18.9	34.4	1.4	9,570	2,321	466	263	34	3,776	[illegible]
Live Oak	7.0	.0031	33.8	10.3	13.7	15.2	33.1	2.6	28,216	6,499	1,427	799	177	8,645	[illegible]
Llano	9.0	.0041	52.7	5.1	8.6	13.0	55.0	4.3	31,901	10,073	3,667	1,470	1,196	5,346	[illegible]
Loving	.2	.0001	53.2	2.5	16.0	20.0	60.0	.1	172		101				
Lynn	9.1	.0041	32.0	9.0	14.9	15.9	29.6	3.2	16,249	3,157	889	253	690	7,040	[illegible]
McCulloch	8.4	.0038	43.3	7.7	10.4	13.8	43.8	3.3	38,201	6,768	1,875	4,762	1,316	12,624	[illegible]
McMullen	.9	.0004	36.0	8.6	14.4	16.4	34.7	.3	539	185	44			71	
Madison	9.2	.0042	27.6	28.0	10.3	10.6	31.9	3.2	39,540	8,825	2,159	818	818	10,922	[illegible]
Marion	8.9	.0040	38.1	9.3	11.1	14.0	38.9	3.1	18,550	4,937	700	404	609	3,283	[illegible]
Martin	4.9	.0022	30.4	10.3	15.2	15.4	27.6	1.5	23,588	3,431	480	100	310	9,220	[illegible]
Mason	3.5	.0016	45.8	7.7	10.2	15.4	45.7	1.4	9,365	3,351	784	47	80	1,278	[illegible]
Matagorda	32.7	.0147	30.8	10.1	14.2	16.8	27.3	11.3	133,959	35,966	8,941	5,232	3,801	40,482	1,585
Maverick	23.7	.0116	23.1	12.1	13.5	14.7	18.6	6.3	87,871	23,636	3,584	11,830	6,072	5,900	3,740
Medina	21.9	.0099	30.5	11.3	13.3	15.8	28.3	6.7	60,265	19,889	3,945	1,895	1,121	16,649	1,351
Menard	2.6	.0012	42.4	8.1	11.3	14.6	42.6	1.1	3,103	1,283	173			302	[illegible]
Milam	20.7	.0093	39.6	8.3	10.9	14.6	39.8	7.9	56,435	17,724	3,690	4,444	1,158	11,640	855
Mills	3.8	.0018	51.3	6.8	8.3	13.3	51.9	1.8	10,429	2,900	508	381	666	1,974	254
Mitchell	8.7	.0039	37.8	8.0	11.0	14.9	37.9	3.0	29,659	8,022	2,367	880	1,105	5,873	1,348
Montague	16.9	.0076	42.3	7.9	12.1	14.3	42.6	6.7	60,233	18,773	3,160	2,582	2,052	15,701	1,706
Moore	14.9	.0067	28.9	10.3	17.2	18.7	20.9	5.0	70,564	21,212	5,196	2,822	5,666	16,236	1,940
Morris	13.9	.0063	33.0	9.7	13.1	16.9	30.4	4.6	40,776	10,492	985	2,305	1,857	12,921	1,497
Motley	1.7	.0007	45.4	7.2	10.3	15.1	45.3	.7	5,189	977	40	121	36	547	190
Nacogdoches	43.8	.0198	26.0	25.3	12.2	12.2	26.9	14.5	182,205	45,662	12,909	15,130	10,371	31,443	6,039
Navarro	32.7	.0148	40.2	9.6	11.6	14.1	40.8	12.5	145,669	28,542	7,519	13,144	5,501	37,600	4,249
Newton	13.1	.0059	33.0	10.4	14.4	15.4	31.7	4.4	21,753	6,265	574	376		4,714	289
Nolan	16.6	.0075	34.9	9.0	13.3	16.0	33.9	6.1	93,129	27,337	5,575	7,683	2,577	15,939	3,676
Ochiltree	9.3	.0042	30.3	10.4	18.2	20.1	21.4	3.1	39,790	11,059	1,679	595	1,797	11,390	1,108
Oldham	2.5	.0011	30.0	10.4	15.2	16.4	26.0	.8	5,031	725	608	89			34
Palo Pinto	24.1	.0109	29.2	17.8	18.6	14.4	24.7	9.1	118,391	39,350	6,637	4,143	4,078	23,653	5,105
Panola	18.9	.0085	36.8	10.0	11.9	14.6	37.2	6.9	60,989	18,277	2,681	8,092	1,448	10,666	3,116
Parmer	10.0	.0045	28.0	10.6	17.4	16.1	21.8	3.0	25,630	7,380	989	2,486	68	4,945	3,466
Pecos	15.1	.0069	28.0	10.6	17.4	17.7	20.1	4.6	63,693	18,423	4,256	2,684	1,299	8,819	1,296
Polk	20.0	.0090	34.7	9.7	11.2	13.8	35.9	6.9	101,664	24,119	3,779	4,475	2,720	27,745	1,957
Presidio	4.6	.0021	30.7	10.5	12.3	14.7	29.8	1.5	18,558	5,484	802	1,823	407	3,464	61
Rains	4.5	.0020	40.5	9.4	11.6	13.7	41.3	1.9	9,814	5,665	450	1,063	869	72	136
Reagan	3.7	.0016	29.0	9.4	13.1	20.2	22.0	1.2	11,657	3,365	475	584	34	3,093	127
Real	2.3	.0011	36.6	8.5	13.7	13.6	37.9	.7	4,422	558	609	42		834	64
Red River	14.0	.0063	41.8	8.6	11.2	13.1	42.9	5.3	46,889	17,556	1,321	3,008	1,355	5,201	1,330
Reeves	15.6	.0070	25.9	12.1	16.2	16.0	19.3	4.5	52,710	14,841	4,025	2,643	1,497	13,237	1,143
Refugio	9.1	.0041	32.9	10.9	13.6	17.0	30.2	3.1	28,743	5,694	2,540	587	446	8,173	1,347
Roberts	.9	.0004	34.9	7.8	15.7	18.2	31.6	.3	1,710	1,033	29				
Robertson	14.2	.0064	38.3	8.7	10.2	13.0	39.8	5.5	34,901	14,304	1,900	1,022	698	6,342	1,709
Runnels	12.2	.0055	41.0	8.5	11.1	14.5	41.3	4.7	38,660	10,500	1,584	2,699	2,252	9,252	1,175
Rusk	39.3	.0178	37.8	9.6	11.3	14.5	38.2	14.6	114,901	25,886	4,956	10,567	4,923	31,054	4,171
Sabine	7.4	.0033	36.3	9.0	12.9	13.7	37.6	2.7	33,262	12,666	1,789	872	996	6,113	449
San Augustine	8.5	.0038	36.4	8.9	11.8	14.1	37.2	3.0	25,005	6,344	582	956	1,585	7,237	879
San Jacinto	9.3	.0042	35.8	9.6	11.7	12.6	38.1	3.3	11,102	5,300	170	43	73	2,741	[illegible]
San Saba	5.7	.0026	45.6	7.8	10.2	12.8	46.2	2.3	15,342	4,537	331	371	245	3,677	632
Schleicher	2.7	.0012	34.0	9.4	12.6	14.9	33.8	.9	4,468	1,875	338	168		279	215
Scurry	18.6	.0084	32.9	9.1	13.2	17.3	30.0	6.7	78,751	19,446	5,532	5,020	3,475	16,123	2,065
Shackelford	3.4	.0015	44.7	7.7	10.6	14.7	44.8	1.3	13,585	3,087	410		95	4,319	362
Shelby	20.6	.0093	36.8	9.6	12.4	13.9	37.7	7.5	79,115	24,273	2,073	4,549	2,440	18,752	2,071
Sherman	3.7	.0017	30.3	10.1	17.2	19.8	22.2	1.3	13,424	4,964	607	47	225	2,676	[illegible]
Somervell	4.1	.0019	39.7	8.5	12.8	13.9	40.4	1.9	13,357	7,886	859	158	293	264	223
Starr	23.3	.0105	23.1	11.1	12.7	13.4	20.9	5.1	57,129	22,659	2,278	3,548	3,518	7,966	[illegible]
Stephens	9.3	.0042	41.6	8.2	11.7	15.5	41.3	4.0	35,246	9,991	2,660	1,379	1,320	10,692	[illegible]
Sterling	1.3	.0006	31.5	9.4	13.6	15.2	30.0	.5	3,866	1,293	172				
Stonewall	2.3	.0010	41.5	8.0	11.1	17.3	40.2	.9	5,003	622	500	83	33	1,021	[illegible]
Sutton	4.7	.0022	29.7	9.3	12.0	17.1	26.6	1.6	30,890	7,637	3,447	575	203	12,164	[illegible]
Swisher	10.2	.0046	30.6	9.9	14.9	16.2	27.2	3.5	27,805	5,171	2,302	1,860	915	8,991	[illegible]
Terrell	1.8	.0008	33.7	8.8	15.1	16.6	31.4	.5	5,131	166	695	955	33	884	[illegible]
Terry	14.2	.0064	28.6	10.6	15.2	16.5	23.7	4.6	75,404	15,471	2,764	2,828	1,860	28,939	[illegible]
Throckmorton	2.2	.0010	48.8	7.3	11.5	13.6	48.9	.8	2,426	629	213			168	[illegible]
Titus	19.1	.0086	36.8	9.2	12.6	15.1	36.7	7.3	118,941	21,672	7,496	13,797	4,651	30,512	[illegible]
Trinity	7.7	.0034	40.1	8.8	11.6	12.8	41.6	2.9	33,342	8,915	1,204	1,175	129	12,682	[illegible]
Tyler	15.1	.0068	36.9	8.0	11.9	14.3	37.4	5.4	38,544	14,981	2,110	731	312	9,295	[illegible]
Upshur	26.5	.0120	34.3	10.5	13.0	14.8	34.3	9.6	73,070	16,132	1,535	3,473	1,080	18,975	[illegible]
Upton	5.1	.0023	29.5	10.5	15.6	17.9	23.5	1.6	9,452	3,891	1,103	243	104	351	[illegible]
Uvalde	20.1	.0091	28.9	12.3	13.2	14.5	27.5	6.5	76,375	28,667	4,728	3,179	2,081	11,990	[illegible]
Val Verde	33.4	.0151	23.8	15.1	15.9	14.4	17.0	9.5	112,713	26,550	6,559	9,373	4,896	24,028	[illegible]
Van Zandt	28.9	.0130	40.4	8.6	12.3	14.4	40.8	11.1	92,489	23,468	3,741	1,589	703	37,984	[illegible]
Walker	37.3	.0168	26.0	29.5	17.8	13.3	20.8	9.6	140,522	34,841	19,756	7,853	5,028	29,066	[illegible]
Ward	12.4	.0056	30.2	10.6	15.8	18.4	24.0	4.2	50,648	12,298	2,803	2,066	2,067	10,710	[illegible]

AS (cont.)

ESTIMATES

POPULATION—12/31/79

RO AREA ounty City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)
				18–24 Years	25–34 Years	35–49 Years	50 & Over	
ashington	20.6	.0093	38.8	12.0	10.7	14.3	39.4	7.4
harton	37.3	.0169	31.3	11.6	13.9	15.4	29.5	12.5
heeler	6.1	.0027	42.7	7.2	11.8	14.2	43.1	2.6
ilbarger	14.9	.0067	41.5	8.3	11.1	15.1	41.4	5.9
illacy	16.7	.0076	23.8	12.7	11.8	13.7	22.3	4.6
ilson	14.9	.0067	31.6	11.3	12.9	15.0	30.6	4.7
inkler	9.7	.0044	30.9	9.8	14.4	19.7	24.4	3.5
ood	23.0	.0104	42.0	9.7	10.7	13.7	42.7	8.8
oakum	7.6	.0034	28.6	10.9	16.0	18.4	21.3	2.6
oung	18.5	.0084	41.6	7.9	11.9	15.2	41.5	7.5
apata	6.2	.0028	29.7	10.2	12.4	13.9	29.5	2.1
avala	11.5	.0052	23.8	13.3	12.5	13.7	21.5	3.0
AL METRO COUNTIES	**10,813.5**	**4.8802**	**27.8**	**14.4**	**17.1**	**16.5**	**21.1**	**3,694.8**
AL STATE	**13,462.3**	**6.0755**	**28.7**	**13.7**	**16.4**	**16.2**	**23.4**	**4,629.0**

RETAIL SALES BY STORE GROUP 1979

RO AREA ounty City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
ashington	85,139	33,000	3,459	4,085	3,110	20,579	2,136
harton	157,160	42,465	12,732	10,048	5,552	40,200	4,217
heeler	28,643	7,220	1,140	652	700	7,052	891
ilbarger	58,530	12,593	3,585	6,638	3,032	14,494	1,542
illacy	40,308	8,678	1,838	606	954	16,930	1,206
ilson	36,017	8,609	1,639	1,017	1,075	14,920	824
inkler	36,322	11,992	2,269	2,036	2,605	9,437	519
ood	73,796	20,012	3,720	1,823	2,447	18,709	2,262
oakum	25,417	9,030	920	614	561	7,410	395
oung	72,860	19,430	2,430	4,505	2,451	18,262	2,676
apata	8,204	3,275	1,010		66	458	135
avala	19,514	7,614	1,523	1,241	785	1,762	1,065
AL METRO COUNTIES	**51,421,666**	**10,549,155**	**4,398,020**	**7,090,401**	**2,601,424**	**11,977,335**	**1,447,749**
AL STATE	**60,942,250**	**13,144,613**	**4,960,932**	**7,637,529**	**2,924,661**	**14,273,088**	**1,730,928**

EXAS

ESTIMATES

EFFECTIVE BUYING INCOME 1979

ETRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
BILENE	**942,026**	**15,755**	**6.8**	**16.2**	**27.7**	**24.6**	**.0625**
Callahan	65,795	11,761	7.5	11.3	23.6	20.2	.0039
Jones	114,912	12,632	7.1	14.9	24.1	19.2	.0068
Taylor	761,319	16,525	6.7	16.9	28.9	26.1	.0518
● Abilene	699,578	16,812	6.6	17.0	29.2	26.7	.0481
SUBURBAN TOTAL	242,448	12,792	7.3	14.3	24.3	19.8	.0144
MARILLO	**1,366,991**	**19,882**	**4.9**	**13.1**	**29.1**	**35.5**	**.0915**
Potter	700,488	17,141	5.9	15.5	30.0	27.1	.0531
● Amarillo	1,286,131	20,252	4.7	12.8	28.3	36.7	.0880
Randall	666,503	24,130	3.4	9.7	28.3	47.3	.0384
SUBURBAN TOTAL	80,860	17,389	7.3	17.4	40.5	19.5	.0035
USTIN	**3,713,692**	**18,173**	**5.9**	**14.6**	**25.3**	**33.5**	**.2381**
Hays	170,476	11,848	9.4	18.2	21.9	16.9	.0125
Travis	3,206,530	19,760	5.4	13.9	25.3	37.4	.2038
● Austin	2,647,859	19,300	5.6	14.2	25.3	36.3	.1781
Williamson	336,686	12,963	7.3	17.4	25.6	17.7	.0218
SUBURBAN TOTAL	1,065,833	15,933	6.5	15.5	25.0	27.8	.0600
AUMONT - PORT ARTHUR - RANGE	**2,906,718**	**20,085**	**4.4**	**11.5**	**29.7**	**34.7**	**.1815**
Hardin	247,669	18,224	4.5	12.2	31.2	27.1	.0167
Jefferson	1,984,779	19,810	4.6	12.0	28.9	34.5	.1261
● Beaumont	945,143	18,690	4.9	12.7	25.2	34.5	.0662
● Port Arthur	371,245	16,405	5.8	15.3	31.5	23.1	.0258
Orange	674,270	21,799	3.7	9.8	31.1	38.8	.0387
● Orange	243,081	20,220	4.1	10.1	28.4	36.2	.0165
SUBURBAN TOTAL	1,347,249	21,996	3.5	9.5	32.7	38.7	.0730
BROWNSVILLE - HARLINGEN - SAN BENITO	**855,116**	**11,623**	**8.7**	**16.9**	**21.1**	**18.3**	**.0668**
Cameron	855,116	11,623	8.7	16.9	21.1	18.3	.0668
● Brownsville	335,357	10,991	8.2	16.4	19.6	17.7	.0302
● Harlingen	256,740	13,293	8.1	15.7	23.3	21.9	.0195
● San Benito	71,300	11,187	9.3	19.1	21.5	14.6	.0053
SUBURBAN TOTAL	191,719	11,336	10.0	18.1	21.0	16.6	.0118
BRYAN - COLLEGE STATION	**569,999**	**15,459**	**6.5**	**15.5**	**25.9**	**25.6**	**.0366**
Brazos	569,999	15,459	6.5	15.5	25.9	25.6	.0366
● Bryan	321,648	15,627	6.0	15.9	27.3	24.9	.0218
● College Station	211,531	15,868	8.0	15.7	22.4	29.9	.0132
SUBURBAN TOTAL	36,820	11,557	5.2	12.1	27.3	15.7	.0016
CORPUS CHRISTI	**1,953,230**	**17,107**	**5.9**	**14.9**	**27.8**	**28.9**	**.1346**
Nueces	1,666,348	17,507	5.7	14.9	27.8	30.1	.1145
● Corpus Christi	1,495,782	18,197	5.3	14.4	28.1	31.9	.1033
San Patricio	286,882	15,133	7.2	14.8	27.4	23.0	.0201
SUBURBAN TOTAL	457,448	14,329	7.5	16.2	26.6	21.4	.0313

S&MM'S FOUR SURVEY ISSUES

Each year Sales & Marketing Management publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

TEXAS (cont.)

S&MM ESTIMATES — SS EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
DALLAS - FORT WORTH	**24,030,255**	**21,187**	**4.3**	**12.4**	**28.2**	**39.4**	**1.4581**
Collin	894,220	19,476	4.6	13.0	27.9	34.0	.0509
Dallas	14,108,847	22,625	4.1	12.0	26.8	43.6	.8436
• Dallas	8,142,554	20,734	4.8	13.5	26.2	39.5	.4966
Garland	1,263,382	25,366	2.4	8.5	31.7	51.5	.0672
Grand Prairie	515,665	21,759	3.2	12.2	35.2	38.5	.0273
Irving	1,002,154	25,124	2.7	9.1	30.4	50.5	.0603
Mesquite	524,651	24,648	2.0	8.0	35.3	48.5	.0360
Richardson	824,873	33,039	1.1	4.3	16.1	75.2	.0476
Denton	790,858	18,278	5.4	14.0	28.2	31.4	.0485
Ellis	382,185	16,792	5.6	14.0	26.0	28.9	.0228
Hood	80,117	11,952	7.5	13.8	24.2	17.6	.0060
Johnson	437,494	17,081	5.2	13.3	32.9	24.4	.0264
Kaufman	228,969	14,581	5.8	15.8	26.3	22.3	.0153
Parker	258,058	17,237	5.0	14.2	30.8	26.2	.0166
Rockwall	73,567	15,160	6.3	13.8	25.3	25.3	.0049
Tarrant	6,625,568	20,904	4.2	12.5	30.3	37.6	.4141
Arlington	1,226,357	24,242	3.1	9.8	30.6	47.4	.0823
• Fort Worth	2,998,971	18,294	5.1	14.6	29.3	31.1	.1923
Wise	150,372	16,327	5.4	12.8	30.0	24.1	.0090
SUBURBAN TOTAL	12,888,730	22,199	3.8	11.1	29.1	41.4	.7692
EL PASO	**2,649,864**	**16,460**	**6.4**	**17.1**	**28.7**	**26.2**	**.1817**
El Paso	2,649,864	460	6.4	17.1	28.7	26.2	.1817
• El Paso	2,422,655	16,566	6.3	16.8	28.7	26.5	.1692
SUBURBAN TOTAL	227,209	15,300	6.3	20.6	28.8	22.5	.0125
GALVESTON - TEXAS CITY	**1,498,487**	**18,925**	**5.2**	**13.1**	**29.8**	**31.7**	**.0933**
Galveston	1,498,487	18,925	5.2	13.1	29.8	31.7	.0933
• Galveston	460,212	14,662	7.1	16.0	26.2	22.7	.0317
• Texas City	312,301	20,377	4.1	12.6	35.9	31.8	.0206
SUBURBAN TOTAL	725,974	21,502	4.3	11.0	29.6	38.6	.0410
HOUSTON	**24,964,200**	**22,578**	**4.0**	**11.0**	**26.5**	**43.4**	**1.5121**
Brazoria	1,201,069	23,267	3.4	9.5	29.3	43.6	.0703
Fort Bend	562,829	17,621	5.1	13.7	30.2	28.1	[illegible]
Harris	22,055,964	23,123	3.9	11.0	25.9	45.1	[illegible]
Baytown	502,937	24,288	3.1	9.1	26.4	47.8	[illegible]
• Houston	16,161,629	21,771	4.4	12.0	26.1	41.9	[illegible]
Pasadena	1,040,894	25,544	2.8	9.0	28.1	52.1	[illegible]
Liberty	284,038	16,124	5.6	13.5	27.2	25.7	.0190
Montgomery	766,229	18,072	4.6	13.2	30.0	29.1	.0480
Waller	94,071	12,859	6.1	14.8	24.0	19.2	[illegible]
SUBURBAN TOTAL	8,802,571	23,852	3.3	9.5	27.0	46.4	.5303
HOUSTON - GALVESTON CONSOLIDATED AREA	***26,462,687***	***22,304***	***4.1***	***11.2***	***26.7***	***42.6***	[illegible]
KILLEEN - TEMPLE	**1,265,614**	**14,280**	**7.5**	**20.6**	**28.7**	**18.3**	**.0812**
Bell	1,022,819	14,310	7.8	20.5	28.3	18.9	.0665
• Killeen	330,937	14,430	9.2	22.6	28.8	18.6	[illegible]
• Temple	298,957	15,493	6.4	16.1	27.8	23.8	[illegible]
Coryell	262,795	14,150	6.5	20.2	30.5	15.9	.0147
SUBURBAN TOTAL	655,720	13,726	7.1	21.5	29.1	15.3	.0353
LAREDO	**376,663**	**10,622**	**9.4**	**17.8**	**19.9**	**14.9**	**.0351**
Webb	376,663	10,622	9.4	17.8	19.9	14.9	.0351
• Laredo	356,525	10,523	9.5	18.3	20.0	14.0	.0340
SUBURBAN TOTAL	20,138	18,636	5.4	5.8	19.1	36.8	.0011
LONGVIEW - MARSHALL	**933,247**	**16,765**	**5.9**	**13.5**	**26.2**	**28.6**	**.0667**
Gregg	642,775	17,706	5.6	12.8	27.1	30.5	.0481
• Longview	423,082	19,051	5.0	12.3	27.5	33.9	.0334
Harrison	290,472	14,824	6.6	14.8	24.6	24.9	.0186
• Marshall	166,081	14,180	7.4	15.0	25.9	21.6	.0124
SUBURBAN TOTAL	344,084	15,746	6.1	13.8	25.2	26.8	.0209
LUBBOCK	**1,606,509**	**18,488**	**5.8**	**15.2**	**27.5**	**32.9**	**.1066**
Lubbock	1,606,509	18,488	5.8	15.2	27.5	32.9	.1066
• Lubbock	1,378,545	18,939	5.5	14.7	27.5	34.1	.0935
SUBURBAN TOTAL	227,964	16,264	7.5	18.0	27.6	26.7	.0131

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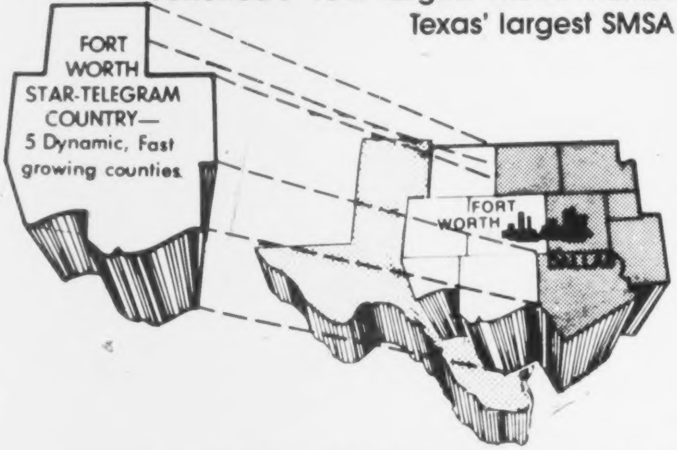
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TEXAS (cont.)
ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
McALLEN - PHARR - EDINBURG	**995,579**	**10,713**	**9.3**	**17.5**	**19.1**	**16.5**	**.0849**
Hidalgo	995,579	10,713	9.3	17.5	19.1	16.5	.0849
• Edinburg	114,154	12,876	7.7	17.3	21.3	21.9	.0085
• McAllen	313,847	13,671	8.2	15.0	19.9	26.6	.0319
• Pharr	63,759	9,570	9.5	20.7	18.2	9.1	.0078
SUBURBAN TOTAL	503,819	9,743	10.0	18.3	18.4	12.1	.0367
MIDLAND	**699,015**	**22,419**	**4.0**	**12.0**	**27.2**	**43.5**	**.0431**
Midland	699,015	22,419	4.0	12.0	27.2	43.5	.0431
• Midland	636,408	22,887	3.8	11.8	26.5	44.8	.0402
SUBURBAN TOTAL	62,607	18,965	5.9	13.9	32.3	32.7	.0029
ODESSA	**877,980**	**20,749**	**4.2**	**12.5**	**33.2**	**35.7**	**.0602**
Ector	877,980	20,749	4.2	12.5	33.2	35.7	.0602
• Odessa	771,220	21,044	4.3	12.4	32.1	36.9	.0551
SUBURBAN TOTAL	106,760	19,092	3.7	13.3	40.0	27.8	.0051
SAN ANGELO	**552,841**	**15,144**	**7.1**	**17.1**	**27.8**	**22.8**	**.0379**
Tom Green	552,841	15,144	7.1	17.1	27.8	22.8	.0379
• San Angelo	493,593	15,181	7.0	16.8	27.9	22.8	.0353
SUBURBAN TOTAL	59,248	14,857	8.4	19.6	26.5	23.0	.0026
SAN ANTONIO	**6,913,900**	**17,072**	**5.9**	**16.2**	**28.9**	**28.0**	**.4424**
Bexar	6,443,087	17,205	5.9	16.1	28.9	28.3	.4116
• San Antonio	5,281,810	16,551	6.2	16.3	28.5	26.5	.3529
Comal	213,515	15,859	6.3	17.2	30.9	22.5	.0144
Guadalupe	257,298	15,259	6.4	17.3	25.7	25.3	.0164
SUBURBAN TOTAL	1,632,090	19,348	4.7	16.0	30.2	34.5	.0895
SHERMAN - DENISON	**691,617**	**17,927**	**5.5**	**13.1**	**27.5**	**30.8**	**.0419**
Grayson	691,617	17,927	5.5	13.1	27.5	30.8	.0419
• Denison	199,973	18,185	5.4	12.9	27.6	31.7	.0127
• Sherman	251,390	20,856	5.3	12.1	25.6	39.5	.0171
SUBURBAN TOTAL	240,254	15,811	5.8	14.0	29.0	23.4	.0121
TEXARKANA	**689,950**	**13,702**	**6.6**	**17.5**	**29.1**	**16.1**	**.0489**
Bowie	429,214	13,354	6.8	18.1	29.5	14.2	.0311
• Texarkana	239,131	12,170	8.1	17.5	26.3	13.9	.0197
Little River, Ark.	*64,208*	*14,142*	*5.9*	*14.3*	*27.7*	*19.6*	*.0041*
Miller, Ark.	*196,528*	*14,419*	*6.6*	*16.9*	*28.5*	*19.4*	*.0137*
• Texarkana	*133,436*	*14,824*	*6.2*	*16.9*	*28.1*	*21.2*	*.0102*
SUBURBAN TOTAL	317,383	14,414	5.7	17.7	31.7	15.9	.0190
TYLER	**873,107**	**17,526**	**5.3**	**14.1**	**27.2**	**30.2**	**.0538**
Smith	873,107	17,526	5.3	14.1	27.2	30.2	.0538
• Tyler	597,046	19,004	5.1	13.5	26.7	34.9	[illegible]
SUBURBAN TOTAL	276,061	15,215	5.6	14.9	28.1	22.6	.0141
△ **VICTORIA**	**432,638**	**18,518**	**5.5**	**14.0**	**27.7**	**32.3**	**.0320**
Victoria	432,638	18,518	5.5	14.0	27.7	32.3	.0320
• Victoria	359,335	19,260	5.7	13.8	26.7	34.6	[illegible]
SUBURBAN TOTAL	73,303	16,217	4.7	15.1	31.3	23.2	.0056
WACO	**1,076,889**	**15,528**	**6.5**	**14.3**	**27.8**	**23.7**	**.0735**
McLennan	1,076,889	15,528	6.5	14.3	27.8	23.7	.0735
• Waco	726,953	15,325	6.8	14.5	26.1	24.9	.0526
SUBURBAN TOTAL	349,936	15,889	5.9	14.0	31.2	21.4	.0209
WICHITA FALLS	**932,257**	**16,246**	**6.2**	**16.8**	**29.7**	**24.7**	**.0615**
Clay	63,604	15,500	6.5	14.5	25.7	25.9	.0035
Wichita	868,653	16,299	6.2	16.9	30.1	24.7	.0580
• Wichita Falls	710,075	16,350	6.4	16.6	29.2	25.5	[illegible]
SUBURBAN TOTAL	222,182	15,971	5.9	17.1	30.8	22.7	.0125
OTHER COUNTIES							
Anderson	171,376	10,938	7.0	17.2	24.3	11.9	.0126
Andrews	80,180	18,524	3.5	11.1	41.4	24.2	.0052
Angelina	334,407	15,415	5.5	16.6	32.4	19.1	.0246
Aransas	74,559	12,687	9.7	19.6	24.8	16.8	.0052
Archer	54,354	18,675	4.3	11.7	30.4	31.0	.0028
Armstrong	17,343	15,949	5.8	15.2	30.9	22.8	.0008
Atascosa	99,217	12,168	8.2	17.0	23.8	17.1	.0071
Austin	89,857	11,597	7.1	14.3	24.4	16.4	.0059
Bailey	59,293	15,344	6.6	18.4	20.3	30.9	.0035
Bandera	32,802	9,682	10.6	21.2	18.2	8.9	.0019
Bastrop	98,301	9,405	8.1	16.0	20.5	11.1	.0067
Baylor	35,145	12,604	8.2	14.0	22.6	21.6	.0021
Bee	114,523	12,919	7.7	19.9	26.0	15.9	.0083
Blanco	23,162	9,903	8.2	15.3	21.5	12.9	.0015
Borden	5,976	10,357	11.0	22.2	29.8		.0003
Bosque	86,561	10,830	7.5	16.1	21.5	15.5	.0050
Brewster	37,444	10,402	10.3	19.3	19.8	13.0	.0030
Briscoe	17,281	14,324	7.0	21.7	21.3	25.9	.0010
Brooks	29,199	8,471	8.3	11.0	19.5	13.3	.0026

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TEXAS (cont.)

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
rown	192,979	12,177	9.0	16.3	24.5	17.0	.0136
urleson	46,661	8,841	7.7	16.9	21.0	7.6	.0033
urnet	102,699	11,136	8.9	15.1	23.1	15.7	.0066
aldwell	110,198	12,899	7.4	15.4	24.7	18.9	.0076
alhoun	106,113	17,039	5.4	16.2	32.7	24.1	.0072
amp	48,020	10,906	7.0	14.3	20.3	18.1	.0033
arson	59,689	21,452	4.0	9.6	27.5	39.8	.0030
ass	139,741	12,326	6.2	16.3	26.1	15.4	.0099
astro	51,856	14,283	9.9	20.8	25.0	22.4	.0037
hambers	114,704	19,542	5.4	11.5	24.5	35.6	.0071
herokee	210,461	12,947	7.0	14.9	23.6	20.5	.0133
hildress	49,888	13,336	7.1	19.1	23.6	20.1	.0029
Cochran	20,586	12,400	9.1	18.1	25.2	15.5	.0014
Coke	19,901	12,208	9.7	18.9	25.2	15.2	.0014
Coleman	67,972	11,255	7.7	16.2	21.4	16.9	.0041
Collingsworth	27,764	9,740	7.7	16.1	19.4	13.5	.0016
Colorado	109,527	14,160	6.1	15.2	26.5	21.0	.0077
Comanche	72,447	10,225	8.3	16.6	19.8	14.4	.0047
Concho	16,170	12,182	10.3	18.1	20.1	20.7	.0016
Cooke	179,106	16,761	5.2	13.7	27.7	27.7	.0124
Cottle	25,350	14,610	7.0	18.3	22.4	26.2	.0012
Crane	34,322	19,977	4.3	14.0	43.9	26.8	.0018
Crockett	25,296	13,316	8.2	22.5	28.7	13.1	.0020
Crosby	50,527	13,020	8.3	19.1	21.4	22.0	.0029
Culberson	13,599	11,549	11.1	22.4	28.1	6.8	.0012
Dallam	34,455	13,683	7.0	19.1	25.7	19.4	.0032
Dawson	107,773	14,413	7.6	15.8	23.2	25.2	.0069
Deaf Smith	118,995	17,305	5.9	17.5	27.8	29.7	.0082
Delta	18,636	7,048	7.6	16.4	15.9	5.6	.0013
De Witt	111,221	11,227	7.9	15.4	20.9	18.0	.0071
Dickens	22,795	12,860	6.9	14.2	25.1	18.8	.0015
Dimmit	40,591	10,147	9.9	18.4	18.9	13.4	.0034
Donley	24,044	11,605	6.2	14.3	17.7	22.8	.0017
Duval	55,379	11,535	8.3	14.5	23.9	16.3	.0036
Eastland	113,428	10,833	7.3	15.9	22.9	14.0	.0068
Edwards	17,986	10,682	11.6	19.2	15.1	18.7	.0008
Erath	115,653	10,161	8.2	17.2	20.4	13.0	.0086
Falls	87,057	9,486	8.9	14.8	18.6	14.5	.0059
Fannin	122,950	9,715	7.7	14.7	23.7	10.5	.0089
Fayette	113,479	10,756	8.5	15.9	19.6	17.3	.0075
Fisher	46,089	13,412	6.5	14.2	23.9	21.0	.0025
Floyd	72,615	15,288	7.0	17.9	23.6	27.3	.0042
Foard	12,927	10,559	8.4	19.3	17.6	15.4	.0007
Franklin	35,962	8,691	6.9	14.4	20.2	10.9	.0022
Freestone	69,684	10,883	6.8	15.1	19.3	18.6	.0051
Frio	52,016	9,513	10.4	17.6	17.4	12.7	.0041
Gaines	84,540	18,800	5.5	14.4	26.5	32.4	.0048
Garza	32,626	14,833	6.9	17.1	27.2	22.3	.0020
Gillespie	91,276	17,514	6.1	13.7	28.6	28.9	.0056
Glasscock	7,719	18,583	6.0	16.6	24.7	36.6	.0004
Goliad	25,814	10,563	8.5	18.4	20.5	13.3	.0017
Gonzales	88,621	11,521	8.1	16.4	19.5	20.1	.0057
Gray	212,617	20,059	4.6	12.9	28.5	35.9	.0128
Grimes	55,760	8,735	7.7	14.9	18.0	12.3	.0038
Hale	205,856	13,883	8.1	19.2	25.1	20.8	.0149
Hall	27,259	9,795	9.0	16.9	21.4	10.9	.0018
Hamilton	49,933	10,993	8.8	17.5	23.8	13.0	.0032
ansford	34,140	13,159	11.1	23.4	27.8	15.5	.0025
Hardeman	41,595	13,558	7.4	16.8	25.8	20.0	.0024
Hartley	22,960	22,880	3.9	10.3	21.9	43.6	.0012
Haskell	44,526	10,917	8.0	15.1	22.4	15.4	.0030
Hemphill	29,476	13,696	7.4	13.5	25.0	21.6	.0021
Henderson	206,066	13,168	7.0	15.5	24.1	20.4	.0137
Hill	125,016	10,313	7.9	16.8	20.8	13.5	.0086
Hockley	120,369	14,329	7.8	16.4	28.3	19.6	.0083
Hopkins	148,128	13,342	7.6	17.3	24.7	19.8	.0098
Houston	85,453	8,664	9.1	16.2	17.1	10.9	.0065
Howard	240,056	17,515	5.5	16.2	30.8	28.1	.0174
Hudspeth	12,922	11,018	12.5	23.4	24.6	8.1	.0009
Hunt	313,370	13,739	6.9	16.3	25.8	20.3	.0208
Hutchinson	219,932	20,003	3.8	10.7	34.3	33.6	.0123
rion	6,757	13,278	7.3	20.8	24.4	17.8	.0005
Jack	41,114	13,645	5.4	16.0	30.3	14.8	.0028
Jackson	89,125	15,937	4.2	14.4	26.5	26.0	.0052
Jasper	182,638	16,184	6.6	13.6	25.1	27.8	.0126
Jeff Davis	9,603	12,684	10.0	17.6	24.7	18.0	.0004
Jim Hogg	15,210	7,750	10.5	19.1	13.3	5.8	.0013
Jim Wells	181,981	14,578	7.3	15.2	24.5	24.5	.0137
Karnes	71,056	13,145	7.2	15.1	20.9	23.7	.0048
Kendall	54,762	11,931	7.4	19.7	23.1	14.4	.0036
Kenedy	3,443	10,187	13.0	19.5	14.5	17.5	.0001
Kent	4,945	9,692	7.5	18.0	26.0	5.0	.0002
Kerr	173,435	13,778	8.0	20.0	24.7	20.9	.0113
Kimble	23,698	10,534	8.9	19.5	21.9	10.8	.0019
King	2,873	11,059	13.5	25.0	24.5	9.0	.0001
Kinney	6,231	5,864	8.3	11.4	11.9	3.3	.0005
Kleberg	170,154	13,814	7.3	18.2	26.9	19.1	.0127
Knox	28,791	10,375	9.9	18.6	22.9	10.1	.0018
Lamar	236,927	13,029	6.6	15.2	23.6	20.6	.0166
Lamb	104,765	13,405	7.7	15.6	24.2	21.1	.0066
Lampasas	64,433	11,301	8.7	18.5	20.2	16.5	.0045
La Salle	17,289	6,753	9.3	13.1	14.6	6.7	.0015
Lavaca	77,222	8,086	8.2	15.1	19.6	7.5	.0059
Lee	58,956	11,254	7.8	15.0	20.7	18.2	.0035
Leon	56,952	10,439	7.5	13.1	20.3	17.7	.0033
Limestone	98,523	10,682	7.7	13.9	20.9	17.3	.0069
Lipscomb	26,851	17,000	5.1	16.1	34.2	22.7	.0015
Live Oak	30,401	8,760	8.7	15.2	21.8	8.0	.0026
Llano	49,875	8,773	9.3	18.2	17.8	8.6	.0033
Loving	3,148	15,556	8.0	32.0	15.0	40.0	.0001
Lynn	65,712	14,084	8.9	18.8	19.3	27.3	.0034
McCulloch	51,647	11,304	9.3	19.1	22.1	14.4	.0036
McMullen	4,473	12,875	5.7	14.6	29.7	12.7	.0003
Madison	47,280	9,990	6.4	14.0	21.8	14.2	.0035
Marion	31,214	7,176	6.6	17.0	16.5	5.6	.0025
Martin	26,300	13,854	7.9	15.2	22.5	24.4	.0021
Mason	24,317	13,133	7.2	16.3	23.1	20.9	.0014
Matagorda	214,296	16,478	5.2	13.0	25.4	28.4	.0140
Maverick	79,975	9,547	9.6	16.1	20.8	11.0	.0077
Medina	109,112	13,274	7.8	17.6	25.3	19.4	.0074
Menard	16,063	10,163	7.9	17.3	18.1	15.2	.0009
Milam	100,737	9,505	7.2	14.3	22.1	11.8	.0068
Mills	25,398	10,656	6.4	16.7	23.3	12.2	.0016
Mitchell	45,496	12,131	7.9	16.0	24.7	16.1	.0032
Montague	97,805	12,507	6.3	15.4	26.2	15.5	.0065
Moore	124,828	22,836	3.1	8.9	34.6	40.6	.0077
Morris	94,948	17,514	4.7	13.5	27.7	29.8	.0055
Motley	12,982	12,381	10.0	14.7	19.1	23.5	.0008
Nacogdoches	261,864	13,793	6.9	14.8	24.2	22.2	.0181
Navarro	194,166	11,370	6.8	14.0	22.4	17.9	.0140
Newton	81,864	15,324	6.6	15.3	25.2	25.8	.0044
Nolan	112,829	16,573	5.9	12.3	29.1	25.1	.0081
Ochiltree	67,023	18,371	4.7	15.5	35.2	28.3	.0042
Oldham	20,137	20,200	2.6	15.5	32.2	34.0	.0010
Palo Pinto	164,877	15,724	6.0	18.4	30.7	22.1	.0113
Panola	99,440	11,488	6.7	14.4	24.5	15.7	.0069
Parmer	61,255	15,821	7.2	19.9	26.3	26.9	.0036
Pecos	77,824	15,747	6.3	17.5	35.9	17.9	.0060
Polk	95,788	10,474	7.5	16.8	22.7	12.1	.0082
Presidio	23,002	10,982	8.8	16.0	19.7	18.0	.0017
Rains	21,802	7,987	6.6	17.4	17.1	8.8	.0014
Reagan	21,042	17,279	7.3	16.4	42.5	17.5	.0013
Real	9,338	9,192	9.4	19.4	20.0	7.5	.0006
Red River	59,362	7,959	8.2	15.5	17.1	9.0	.0048
Reeves	78,474	15,037	7.6	19.6	28.6	21.6	.0056
Refugio	59,685	15,649	6.9	15.7	27.1	24.9	.0036
Roberts	6,438	18,750	5.5	14.0	23.3	38.0	.0003
Robertson	60,973	7,602	7.1	14.1	18.2	8.9	.0044
Runnels	77,150	12,533	7.1	15.3	23.1	19.5	.0048
Rusk	242,026	13,778	6.3	14.2	26.3	20.6	.0147
Sabine	35,235	10,494	7.0	16.7	23.5	11.5	.0030
San Augustine	34,874	9,207	8.4	18.3	19.3	9.2	.0026
San Jacinto	41,768	8,244	7.1	14.9	15.5	13.4	.0026
San Saba	30,414	8,990	8.8	15.0	19.3	11.3	.0019
Schleicher	16,892	16,733	6.2	10.6	24.7	28.0	.0010
Scurry	132,685	17,216	5.9	13.8	29.2	27.9	.0083
Shackelford	28,267	17,946	5.1	10.5	26.7	30.7	.0017
Shelby	113,231	11,316	7.6	17.5	22.0	15.3	.0081
Sherman	31,924	19,569	4.4	15.1	32.7	33.0	.0017
Somervell	32,249	14,381	6.5	14.0	29.5	18.5	.0017
Starr	65,438	8,569	8.1	12.5	18.7	13.3	.0061
Stephens	70,800	14,078	7.0	14.4	24.0	23.7	.0043
Sterling	6,666	10,649	9.4	28.6	14.2	12.0	.0005
Stonewall	18,759	15,033	4.8	13.9	19.8	30.3	.0008
Sutton	29,023	14,535	6.8	14.5	25.4	23.3	.0024
Swisher	61,116	14,453	7.8	21.6	28.8	19.0	.0038
Terrell	10,296	16,733	5.8	11.4	21.6	33.2	.0007
Terry	99,300	17,139	5.8	16.9	23.6	32.1	.0069

TEXAS (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group A ($8,000–$9,999)	B ($10,000–$14,999)	C ($15,000–$24,999)	D ($25,000 & Over)	Buying Power Index
Throckmorton	14,157	14,364	6.5	12.8	20.9	27.4	.0006
Titus	146,827	16,469	6.2	13.4	24.7	29.0	.0105
Trinity	36,015	9,657	7.2	19.1	19.2	10.5	.0028
Tyler	77,097	11,267	7.6	14.9	26.6	12.7	.0051
Upshur	151,218	12,752	6.9	16.1	25.6	17.7	.0096
Upton	30,274	17,413	6.6	15.6	36.5	21.2	.0017
Uvalde	107,706	12,480	8.6	16.4	22.1	20.4	.0077
Val Verde	159,549	13,752	8.5	19.1	26.6	18.5	.0117
Van Zandt	156,972	11,499	7.2	14.5	25.1	14.7	.0106
Walker	201,025	14,512	7.0	13.6	22.2	26.6	.0142
Ward	100,945	22,955	3.7	10.6	28.3	42.9	.0059
Washington	118,338	11,594	7.3	14.0	21.0	20.1	.0083

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group A ($8,000–$9,999)	B ($10,000–$14,999)	C ($15,000–$24,999)	D ($25,000 & Over)	Buying Power Index
Wharton	248,916	16,010	6.3	13.0	23.8	28.7	.0155
Wheeler	42,466	12,780	7.4	16.9	23.9	18.4	.0027
Wilbarger	88,212	11,685	8.3	20.4	22.6	14.5	.0060
Willacy	59,306	8,773	10.6	15.6	15.1	13.0	.0049
Wilson	71,309	11,904	7.7	16.9	24.7	15.2	.0048
Winkler	70,465	19,328	4.6	14.2	36.8	28.5	.0043
Wood	154,659	13,725	6.8	14.5	21.7	24.6	.0094
Yoakum	60,124	21,171	7.1	14.7	29.1	37.4	.0033
Young	144,382	15,963	7.0	13.4	25.5	26.9	.0087
Zapata	19,450	6,681	9.8	14.5	13.0	5.0	.0014
Zavala	46,129	12,095	8.3	16.4	27.2	14.6	.0031
TOTAL METRO COUNTIES	**84,127,648**	**19,456**	**5.1**	**13.4**	**27.5**	**35.2**	**5.3137**
TOTAL STATE	**99,528,547**	**18,135**	**5.5**	**13.9**	**26.8**	**32.1**	**6.3494**

UTAH

UTAH
S&MM ESTIMATES

POPULATION—12/31/79 / RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PROVO - OREM	**194.9**	**.0880**	**21.3**	**21.7**	**13.5**	**10.4**	**14.7**	**53.0**	**607,446**	**123,016**	**36,139**	**93,475**	**34,275**	**130,773**	**20,774**
Utah	194.9	.0880	21.3	21.7	13.5	10.4	14.7	53.0	607,446	123,016	36,139	93,475	34,275	130,773	20,774
• Orem	49.2	.0222	18.4	11.4	14.5	12.9	11.9	13.3	264,400	39,650	12,977	75,990	18,710	31,024	7,202
• Provo	59.7	.0269	21.8	39.9	13.1	6.7	11.9	15.3	205,269	41,949	14,784	17,922	10,427	63,926	5,66[illegible]
SUBURBAN TOTAL	86.0	.0389	21.7	14.8	13.1	11.8	18.2	24.4	137,777	41,417	8,378	437	5,138	35,823	7,908
SALT LAKE CITY - OGDEN	**876.3**	**.3954**	**25.3**	**13.8**	**16.7**	**14.9**	**18.9**	**269.1**	**3,382,081**	**658,491**	**235,298**	**546,313**	**208,048**	**753,398**	**83,359**
Davis	136.0	.0613	23.2	12.3	17.4	17.0	12.5	34.6	370,386	70,323	21,682	41,116	30,614	107,423	8,048
Salt Lake	575.8	.2599	25.7	14.0	17.0	14.3	19.9	181.9	2,386,898	466,758	171,925	393,342	154,848	502,100	55,562
• Salt Lake City	176.1	.0795	29.1	17.7	15.2	11.8	29.2	67.4	977,949	140,964	95,266	135,292	94,806	223,132	21,687
Tooele	24.9	.0112	26.0	12.1	16.6	16.2	18.8	7.5	63,907	17,817	5,364	1,796	1,474	15,159	1,919
Weber	139.6	.0630	25.6	14.9	14.7	15.0	21.2	45.1	560,890	103,593	36,327	110,059	21,112	128,716	17,830
• Ogden	68.3	.0308	25.8	17.2	13.3	13.5	25.7	24.2	406,943	64,620	26,012	68,923	12,745	117,665	10,919
SUBURBAN TOTAL	631.9	.2851	24.2	12.5	17.3	15.9	15.4	177.5	1,997,189	452,907	114,020	342,098	100,497	412,601	50,753
OTHER COUNTIES															
Beaver	4.3	.0019	30.8	9.0	11.8	14.4	30.6	1.6	10,051	2,369	1,201	181		119	503
Box Elder	32.8	.0148	26.6	10.7	15.5	15.7	21.3	9.9	87,031	15,583	9,064	3,305	3,590	25,520	4,443
Cache	52.2	.0236	23.0	22.1	14.3	10.3	19.0	15.8	164,914	32,298	10,940	21,278	10,632	28,335	4,911
Carbon	23.4	.0105	30.7	11.6	10.6	14.9	20.5	8.1	82,958	22,704	5,306	4,043	1,978	18,366	5,192
Daggett	.9	.0005	28.4	7.3	22.0	16.3	19.3	.3	1,685	63	754			60	
Duchesne	13.3	.0060	22.3	8.7	12.8	12.6	21.3	3.9	37,443	12,447	1,704	3,893	1,305	8,355	567
Emery	10.8	.0049	28.2	8.5	12.7	13.8	27.6	3.4	18,688	7,829	2,001	831	245	53	309
Garfield	3.6	.0016	29.1	8.6	12.9	15.1	27.3	1.2	6,695	1,447	1,047	291	73	1,180	55
Grand	7.8	.0036	27.0	10.2	18.1	18.7	16.9	2.3	35,883	11,029	2,343	1,172	672	4,261	881
Iron	16.6	.0074	22.9	18.3	12.8	12.8	19.1	4.8	73,038	10,854	5,353	3,133	3,653	22,092	2,951
Juab	5.4	.0025	29.1	10.5	13.2	12.6	29.6	2.0	[illegible]7,510	3,412	2,208	614	245	5,634	241
Kane	3.9	.0017	28.1	6.8	13.7	13.2	27.3	1.3	[illegible]14,215	2,575	1,525	543	226	931	373
Millard	8.5	.0039	29.9	7.1	11.4	14.0	30.2	2.7	21,319	2,747	1,580	2,846	562	4,457	543
Morgan	4.8	.0021	26.2	9.8	15.9	17.0	19.1	1.6	5,234	1,271	462	1,110	197	585	138
Piute	1.3	.0006	33.3	6.6	14.5	11.3	36.2	.5	1,141	345	132	71	44		
Rich	2.0	.0009	28.6	7.4	15.2	13.1	27.2	.6	4,364	119	183	701	42	43	
San Juan	13.1	.0059	22.1	11.1	16.8	13.4	15.2	3.2	19,312	6,994	926	1,130	94	4,883	428
Sanpete	13.7	.0062	29.7	12.7	10.1	11.5	33.2	4.7	28,800	9,690	1,599	1,228	1,124	5,837	617
Sevier	14.9	.0067	30.0	8.2	11.5	14.2	30.1	5.0	55,812	10,203	4,152	3,971	1,525	11,290	1,779
Summit	7.7	.0035	27.5	9.7	15.5	14.2	24.2	2.5	29,687	5,420	5,815	1,502	215	3,547	1,451
Uintah	19.5	.0088	24.5	9.4	15.1	15.1	19.2	6.0	62,602	12,256	2,866	6,169	3,117	15,328	2,963
Wasatch	7.7	.0035	26.3	9.2	13.6	14.5	23.7	2.2	25,340	5,410	2,115	715	59	6,976	1,114
Washington	22.0	.0099	23.6	12.9	11.1	11.7	24.7	6.6	98,345	16,989	8,585	2,592	4,129	25,122	2,321
Wayne	2.0	.0009	32.1	7.1	10.1	14.8	32.2	.6	6,545	349	903	137	223		
TOTAL METRO COUNTIES	**1,071.2**	**.4834**	**24.2**	**15.4**	**16.0**	**14.1**	**18.2**	**322.1**	**3,989,527**	**781,507**	**271,437**	**639,788**	**242,323**	**884,171**	**104,133**
TOTAL STATE	**1,363.4**	**.6153**	**24.4**	**14.7**	**15.5**	**13.9**	**19.3**	**412.9**	**4,898,139**	**975,910**	**344,201**	**701,244**	**276,273**	**1,077,145**	**135,[illegible]23**

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TAH
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EFFECTIVE BUYING INCOME 1979

TRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
OVO - OREM	**1,063,710**	**17,622**	**6.1**	**15.3**	**32.8**	**25.7**	**.0710**
Utah	1,063,710	17,622	6.1	15.3	32.8	25.7	.0710
• Orem	282,398	20,395	4.4	13.0	34.4	33.1	.0221
• Provo	322,184	15,045	8.3	18.1	27.4	22.8	.0223
SUBURBAN TOTAL	459,128	17,608	5.8	14.7	35.4	23.6	.0266
LT LAKE CITY - OGDEN	**5,749,442**	**19,390**	**4.5**	**13.3**	**33.7**	**31.5**	**.3710**
Davis	806,369	22,075	3.2	11.4	37.6	38.9	.0497
Salt Lake	3,903,335	19,194	4.7	13.3	32.8	31.2	.2533
• Salt Lake City	1,347,475	16,362	6.1	15.4	27.5	26.8	.0906
Tooele	158,509	19,432	3.0	12.2	40.0	30.7	.0093
Weber	881,229	17,884	5.0	15.0	33.2	27.2	.0587
• Ogden	432,065	15,691	6.1	16.4	30.1	22.4	.0333
SUBURBAN TOTAL	3,969,902	20,745	3.6	12.1	36.7	34.5	.2471
OTHER COUNTIES							
Beaver	22,553	12,085	5.4	17.7	28.9	10.9	.0014
Box Elder	234,069	21,425	3.9	10.4	29.5	39.5	.0131
Cache	263,863	14,180	7.7	16.1	29.4	17.7	.0185
Carbon	141,522	17,042	5.8	14.6	37.3	20.5	.0093
Daggett	4,497	16,462	6.3	13.0	46.0	10.0	.0003
Duchesne	61,344	14,371	6.2	20.6	30.4	16.9	.0044
Emery	55,619	14,874	7.6	15.1	30.5	19.2	.0033
Garfield	20,309	14,404	6.9	20.5	33.0	14.4	.0012
Grand	45,429	18,825	4.7	13.0	40.2	26.1	.0033
Iron	68,500	12,954	7.5	24.0	30.9	8.9	.0061
Juab	24,703	11,724	9.3	25.6	29.7	4.6	.0018
Kane	21,030	14,361	6.6	24.3	32.9	14.1	.0015
Millard	40,326	13,773	6.4	18.4	29.1	15.2	.0027
Morgan	26,822	15,576	4.3	24.3	36.4	16.9	.0015
Piute	4,760	9,333	10.8	31.4	13.0	2.0	.0002
Rich	7,362	10,138	12.5	26.1	15.3	9.3	.0005
San Juan	48,422	13,189	7.8	16.7	28.1	14.9	.0034
Sanpete	54,183	9,748	9.5	24.7	16.9	7.2	.0039
Sevier	72,731	13,146	6.7	18.9	31.8	11.0	.0054
Summit	39,713	15,084	4.6	20.6	36.7	13.8	.0030
Uintah	117,489	18,258	5.1	13.2	36.4	27.1	.0075
Wasatch	31,306	13,137	8.6	24.6	31.7	7.9	.0025
Washington	109,833	13,897	7.3	18.8	27.6	18.0	.0086
Wayne	9,068	13,407	7.3	22.4	29.7	13.0	.0008
TOTAL METRO COUNTIES	**6,813,152**	**19,109**	**4.8**	**13.6**	**33.7**	**30.5**	**.4420**
TOTAL STATE	**8,338,805**	**18,126**	**5.2**	**14.5**	**32.9**	**27.9**	**.5462**

VERMONT

VT.
[illegible] ESTIMATES

POPULATION—12/31/79

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
△ BURLINGTON	**115.5**	**.0521**	**26.1**	**19.5**	**18.9**	**15.3**	**17.8**	**37.5**
Chittenden	115.5	.0521	26.1	19.5	18.9	15.3	17.8	37.5
• Burlington	41.4	.0187	24.9	27.4	14.6	13.5	21.5	14.3
SUBURBAN TOTAL	74.1	.0334	26.7	15.0	21.3	16.4	15.8	23.2
OTHER COUNTIES								
Addison	27.3	.0123	26.9	17.5	16.3	14.5	22.3	8.5
Bennington	32.0	.0145	31.4	12.3	16.0	16.0	28.3	11.7
Caledonia	25.3	.0114	30.9	12.5	14.2	16.0	28.2	9.4
Essex	6.6	.0030	32.0	9.6	14.7	16.6	29.0	2.4
Franklin	32.9	.0148	29.6	11.3	15.8	15.6	25.9	11.4
Grand Isle	4.2	.0019	30.8	9.7	15.0	16.2	27.5	1.4
Lamoille	15.9	.0072	28.4	14.5	17.1	14.4	24.3	5.4

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
△ BURLINGTON	**439,907**	**88,516**	**40,179**	**66,893**	**18,374**	**59,168**	**7,406**
Chittenden	439,907	88,516	40,179	66,893	18,374	59,168	7,406
• Burlington	188,390	26,108	17,048	43,250	9,361	14,457	3,024
SUBURBAN TOTAL	251,517	62,408	23,131	23,643	9,013	44,711	4,382
OTHER COUNTIES							
Addison	77,687	22,425	5,156	4,504	1,111	11,873	1,533
Bennington	146,916	31,341	12,340	6,870	6,413	19,350	3,180
Caledonia	89,852	20,936	5,414	7,774	3,154	21,407	2,381
Essex	4,846	1,357	764	433	127	192	
Franklin	107,915	26,153	5,562	7,253	5,412	22,391	4,145
Grand Isle	8,951	2,216	330	632	87	2,232	
Lamoille	57,362	15,360	6,499	3,589	2,230	7,104	1,351

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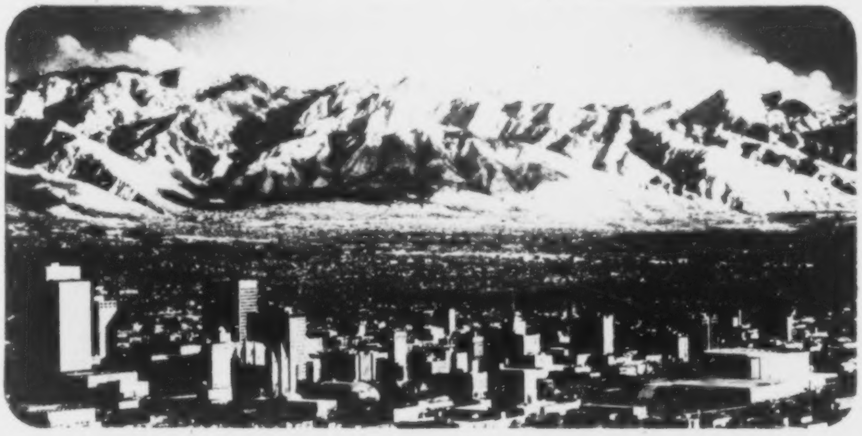

VT. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROU 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000
Orange	20.2	.0091	29.8	12.1	15.7	15.0	26.9	7.2	55,730	13,131	2,848	2,777	647	8,596	1,4
Orleans	23.5	.0106	30.2	10.2	14.7	15.8	27.2	8.3	59,731	15,692	2,593	6,115	1,333	14,018	1,5
Rutland	57.2	.0258	31.1	12.8	15.8	15.7	28.1	20.0	210,105	43,126	14,860	19,494	5,616	47,239	5,8
Washington	52.2	.0236	30.1	14.5	16.1	15.4	26.6	18.2	194,736	42,017	14,744	17,070	7,305	39,652	4,9
Windham	35.4	.0160	31.2	12.7	16.1	15.9	28.0	13.1	163,017	45,098	16,416	3,323	3,303	15,269	3,3
Windsor	49.1	.0221	32.4	10.2	16.3	16.8	29.0	18.6	182,186	34,765	10,811	3,906	3,192	54,354	3,2
TOTAL METRO COUNTIES	**115.5**	**.0521**	**26.1**	**19.5**	**18.9**	**15.3**	**17.8**	**37.5**	**439,907**	**88,516**	**40,179**	**66,893**	**18,374**	**59,168**	**7,4**
TOTAL STATE	**497.3**	**.2244**	**29.3**	**16.2**	**16.6**	**15.6**	**25.0**	**173.1**	**1,798,941**	**402,133**	**138,516**	**150,633**	**58,304**	**322,845**	**40,4**

VT.
ESTIMATES

METRO AREA County City	EFFECTIVE BUYING INCOME 1979						
	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over — A	B	C	D	Buying Power Index
△ **BURLINGTON**	**781,195**	**18,712**	**5.2**	**15.5**	**33.1**	**29.3**	**.0494**
Chittenden	781,195	18,712	5.2	15.5	33.1	29.3	.0494
• Burlington	271,595	15,891	6.3	17.1	29.9	23.2	.0185
SUBURBAN TOTAL	509,600	20,296	4.4	14.5	35.1	33.1	.0309
OTHER COUNTIES							
Addison	150,052	15,078	7.2	21.0	33.3	17.0	.0097
Bennington	201,818	15,207	6.6	18.7	33.2	17.6	.0142
Caledonia	156,703	14,560	7.0	19.4	32.2	15.9	.0101
Essex	35,117	13,423	6.6	22.7	32.0	10.7	.0019
Franklin	180,629	12,947	8.6	21.4	27.5	14.2	.0121

ESTIMATES

METRO AREA County City	EFFECTIVE BUYING INCOME 1979						
	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over — A	B	C	D	Buying Power Index
Grand Isle	19,390	12,473	9.9	25.3	27.1	10.0	.0013
Lamoille	89,016	13,557	7.4	22.5	29.3	14.3	.0063
Orange	114,362	13,603	7.5	23.2	29.4	13.3	.0072
Orleans	135,593	13,828	7.7	20.9	29.7	15.4	.0083
Rutland	344,502	14,711	6.1	20.7	33.5	15.2	.0229
Washington	312,917	15,022	6.3	20.2	33.3	16.8	.0210
Windham	236,275	15,608	6.2	18.1	31.8	20.3	.0160
Windsor	348,728	17,282	4.9	14.9	34.9	23.9	.0213
TOTAL METRO COUNTIES	**781,195**	**18,712**	**5.2**	**15.5**	**33.1**	**29.3**	**.0494**
TOTAL STATE	**3,106,297**	**15,555**	**6.3**	**18.8**	**32.5**	**19.7**	**.2017**

VIRGINIA

VA.
ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
△ **DANVILLE**	**107.2**	**.0483**	**31.8**	**12.9**	**15.1**	**17.1**	**28.1**	**37.3**	**357,285**	**99,998**	**22,618**	**43,751**	**13,737**	**75,103**	**10,968**
Danville	44.3	.0200	33.9	13.4	14.3	17.4	31.1	16.8	281,870	69,910	18,974	39,315	11,990	56,681	9,089
• Danville	44.3	.0200	33.9	13.4	14.3	17.4	31.1	16.8	281,870	69,910	18,974	39,315	11,990	56,681	9,089
Pittsylvania	62.9	.0283	30.5	12.6	15.5	16.9	26.1	20.5	75,415	30,088	3,644	4,436	1,747	18,422	1,879
SUBURBAN TOTAL	62.9	.0283	30.5	12.6	15.5	16.9	26.1	20.5	75,415	30,088	3,644	4,436	1,747	18,422	1,879
LYNCHBURG	**150.8**	**.0680**	**31.3**	**13.9**	**16.0**	**16.6**	**27.4**	**52.0**	**601,784**	**145,305**	**36,315**	**76,365**	**29,408**	**123,522**	**25,052**
Amherst	28.8	.0130	30.5	14.1	17.1	16.5	25.8	8.3	76,539	24,481	2,445	4,431	2,719	23,552	4,631
Appomattox	11.6	.0052	32.8	11.0	16.0	16.1	30.4	4.0	46,721	12,204	1,843	1,739	790	16,611	1,959
Campbell	45.8	.0207	29.8	12.3	19.1	17.9	22.1	15.5	106,922	26,224	3,031	3,566	7,822	31,605	3,230
Lynchburg	64.6	.0291	32.9	15.4	13.4	15.7	31.4	24.2	371,602	82,396	28,996	66,629	18,077	51,754	15,232

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ETRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
• Lynchburg	64.6	.0291	32.9	15.4	13.4	15.7	31.4	24.2	371,602	82,396	28,996	66,629	18,077	51,754	15,232
SUBURBAN TOTAL	86.2	.0389	30.4	12.7	18.0	17.2	24.5	27.8	230,182	62,909	7,319	9,736	11,331	71,768	9,820
WPORT NEWS - HAMPTON	**368.4**	**.1664**	**27.3**	**16.6**	**17.3**	**17.4**	**19.3**	**121.6**	**1,403,322**	**287,634**	**135,257**	**212,169**	**103,384**	**245,974**	**31,350**
Gloucester	18.4	.0084	33.1	10.4	15.5	16.5	30.5	7.0	65,895	23,028	1,966	4,640	4,185	11,898	2,994
Hampton	126.5	.0571	27.2	16.5	19.1	17.6	17.5	42.5	557,410	109,968	41,721	110,704	29,725	83,531	7,395
• Hampton	126.5	.0571	27.2	16.5	19.1	17.6	17.5	42.5	557,410	109,968	41,721	110,704	29,725	83,531	7,395
James City	22.1	.0099	31.5	13.3	17.5	17.5	26.3	6.6	51,203	2,041	1,175	1,361	41,839		
Newport News	145.1	.0655	26.9	16.6	17.8	16.5	19.1	48.7	518,300	110,142	44,251	81,389	16,710	126,380	13,448
• Newport News	145.1	.0655	26.9	16.6	17.8	16.5	19.1	48.7	518,300	110,142	44,251	81,389	16,710	126,380	13,448
Poquoson	9.5	.0043	32.0	10.1	14.1	20.6	25.1	3.2	5,363	1,700	1,725	14	370	855	329
Poquoson	9.5	.0043	32.0	10.1	14.1	20.6	25.1	3.2	5,363	1,700	1,725	14	370	855	329
Williamsburg	11.0	.0050	23.2	50.2	11.6	8.9	16.8	3.1	117,261	23,045	26,316	8,169	4,796	18,885	4,087
Williamsburg	11.0	.0050	23.2	50.2	11.6	8.9	16.8	3.1	117,261	23,045	26,316	8,169	4,796	18,885	4,087
York	35.8	.0162	25.6	13.3	13.0	22.0	15.7	10.5	87,890	17,710	18,103	5,892	5,759	4,425	3,097
SUBURBAN TOTAL	96.8	.0438	28.3	16.6	14.5	18.3	22.0	30.4	327,612	67,524	49,285	20,076	56,949	36,063	10,507
ORFOLK - VIRGINIA BEACH - ORTSMOUTH	**821.7**	**.3709**	**26.3**	**19.1**	**16.9**	**16.5**	**18.7**	**256.8**	**2,872,425**	**612,891**	**249,248**	**394,382**	**147,077**	**628,370**	**70,564**
Chesapeake	116.9	.0527	28.5	12.2	17.4	18.4	20.4	36.3	367,740	93,806	26,571	16,090	3,785	106,854	11,615
Chesapeake	116.9	.0527	28.5	12.2	17.4	18.4	20.4	36.3	367,740	93,806	26,571	16,090	3,785	106,854	11,615
Norfolk	283.1	.1277	24.5	27.9	15.7	13.6	18.7	87.8	1,032,271	196,674	101,113	173,032	52,023	197,079	21,867
• Norfolk	283.1	.1277	24.5	27.9	15.7	13.6	18.7	87.8	1,032,271	196,674	101,113	173,032	52,023	197,079	21,867
Portsmouth	107.5	.0486	29.3	14.4	14.8	16.3	25.3	38.0	366,395	92,875	25,499	55,193	19,055	80,034	9,354
• Portsmouth	107.5	.0486	29.3	14.4	14.8	16.3	25.3	38.0	366,395	92,875	25,499	55,193	19,055	80,034	9,354
Suffolk	48.0	.0217	31.1	11.4	14.6	16.8	27.5	15.7	131,856	32,441	5,577	12,679	5,474	25,640	5,880
Suffolk	48.0	.0217	31.1	11.4	14.6	16.8	27.5	15.7	131,856	32,441	5,577	12,679	5,474	25,640	5,880
Virginia Beach	255.9	.1155	25.8	16.3	19.7	18.9	12.9	75.1	956,377	191,629	89,568	135,967	66,335	218,395	21,813
• Virginia Beach	255.9	.1155	25.8	16.3	19.7	18.9	12.9	75.1	956,377	191,629	89,568	135,967	66,335	218,395	21,813
Currituck, N. C.	*10.3*	*.0047*	*34.1*	*9.2*	*12.8*	*15.4*	*33.4*	*3.9*	*17,786*	*5,466*	*920*	*1,421*	*405*	*368*	*35*
SUBURBAN TOTAL	175.2	.0791	29.4	11.8	16.4	17.8	23.1	55.9	517,382	131,713	33,068	30,190	9,664	132,862	17,530
PETERSBURG - COLONIAL HEIGHTS - HOPEWELL	**130.0**	**.0588**	**28.6**	**16.9**	**16.3**	**16.4**	**23.1**	**42.2**	**450,345**	**103,743**	**27,435**	**64,437**	**20,439**	**89,192**	**17,182**
Colonial Heights	18.1	.0082	31.2	12.9	17.5	20.3	23.0	6.9	58,058	16,741	5,746	4,149	989	11,475	3,793
• Colonial Heights	18.1	.0082	31.2	12.9	17.5	20.3	23.0	6.9	58,058	16,741	5,746	4,149	989	11,475	3,793
Dinwiddie	23.1	.0104	30.3	14.9	17.1	16.2	25.8	6.6	12,963	5,605	355	258	98	1,647	364
Hopewell	23.9	.0108	29.1	14.9	17.6	16.8	22.9	8.7	107,658	33,882	4,578	7,322	4,189	19,410	5,381
• Hopewell	23.9	.0108	29.1	14.9	17.6	16.8	22.9	8.7	107,658	33,882	4,578	7,322	4,189	19,410	5,381
Petersburg	42.6	.0193	30.8	13.0	14.1	15.9	28.2	15.0	262,560	46,313	16,279	51,640	14,673	56,660	7,644
• Petersburg	42.6	.0193	30.8	13.0	14.1	15.9	28.2	15.0	262,560	46,313	16,279	31,640	14,673	56,660	7,644
Prince George	22.3	.0101	23.3	31.8	17.4	14.0	11.1	5.0	9,106	1,202	477	1,068	490		
SUBURBAN TOTAL	45.4	.0205	25.6	23.1	17.3	15.2	18.5	11.6	22,069	6,807	832	1,326	588	1,647	364

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VA. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROU 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Dr ($00
RICHMOND	**626.0**	**.2826**	**30.5**	**13.7**	**17.5**	**17.7**	**24.5**	**221.7**	**2,768,056**	**569,064**	**229,665**	**425,865**	**130,996**	**523,008**	[illegible]
Charles City	6.8	.0031	27.0	14.4	15.1	16.3	21.7	1.8	2,773	1,854	25	27			
Chesterfield	138.6	.0626	28.3	13.0	20.6	19.2	17.0	44.1	527,117	134,921	32,607	91,853	21,918	83,967	[illegible]
Goochland	12.2	.0055	30.6	12.2	16.8	16.9	25.7	3.5	17,187	4,100	492	138	462	3,882	[illegible]
Hanover	54.5	.0246	31.1	11.6	16.8	18.6	24.8	17.7	190,531	45,277	18,943	2,721	4,501	29,300	[illegible]
Henrico	178.3	.0805	30.9	12.8	18.4	19.3	23.2	65.1	896,615	196,234	61,482	191,889	50,039	161,591	[illegible]
New Kent	7.7	.0035	29.0	11.9	15.5	15.9	24.8	2.5	23,276	5,550	625	451		9,687	[illegible]
Powhatan	13.2	.0059	30.4	11.5	17.5	16.9	25.1	3.5	16,129	5,333	52	104	684	7,717	[illegible]
Richmond city	214.7	.0969	32.2	15.6	15.0	15.4	30.4	83.5	1,094,428	175,795	115,439	138,682	53,392	226,864	[illegible]
● Richmond	214.7	.0969	32.2	15.6	15.0	15.4	30.4	83.5	1,094,428	175,795	115,439	138,682	53,392	226,864	[illegible]
SUBURBAN TOTAL	411.3	.1857	29.9	12.7	18.7	18.9	21.5	138.2	1,673,628	393,269	114,226	287,183	77,604	296,144	[illegible]
ROANOKE	**217.3**	**.0980**	**32.8**	**12.6**	**15.7**	**17.7**	**28.9**	**81.8**	**1,063,957**	**222,965**	**75,515**	**161,730**	**54,698**	**195,845**	**30,313**
Botetourt	22.6	.0102	33.1	11.3	15.3	17.7	29.4	8.2	50,401	9,952	1,362	2,481	1,383	11,125	317
Craig	4.3	.0019	34.1	10.9	15.9	15.3	33.4	1.7	4,092	280	39	390		594	[illegible]
Roanoke	66.5	.0300	31.1	11.5	19.1	20.7	21.9	22.9	212,721	80,823	24,499	16,537	12,219	12,170	[illegible]
Roanoke city	99.9	.0451	34.6	12.8	13.5	15.8	33.7	40.5	583,109	86,796	38,537	134,447	33,630	121,706	13,648
● Roanoke	99.9	.0451	34.6	12.8	13.5	15.8	33.7	40.5	583,109	86,796	38,537	134,447	33,630	121,706	13,648
Salem	24.0	.0108	31.8	15.8	16.8	17.5	27.1	8.5	213,634	45,114	11,078	7,875	7,466	50,250	5,346
Salem	24.0	.0108	31.8	15.8	16.8	17.5	27.1	8.5	213,634	45,114	11,078	7,875	7,466	50,250	5,346
SUBURBAN TOTAL	117.4	.0529	31.7	12.3	17.8	19.3	24.8	41.3	480,848	136,169	36,978	27,283	21,068	74,139	16,665
OTHER COUNTIES															
Accomack	32.2	.0146	37.9	9.5	12.0	16.3	36.8	12.5	80,944	26,288	5,460	7,513	2,553	8,174	4,157
Albemarle	52.6	.0237	27.9	19.2	17.0	15.9	22.0	17.1	47,318	13,574	332	1,932	309	13,494	884
☐ Alexandria	105.7	.0477	29.0	18.9	22.0	15.0	21.8	45.2	667,780	142,227	61,922	111,640	27,643	160,049	17,758
Alexandria	105.7	.0477	29.0	18.9	22.0	15.0	21.8	45.2	667,780	142,227	61,922	111,640	27,643	160,049	17,758
Alleghany	12.5	.0056	31.1	11.6	17.9	16.2	26.9	4.4	7,101	6,284	325	316		58	
Amelia	8.4	.0038	31.5	10.6	14.0	15.2	29.9	2.9	14,837	5,611	425	351	540	2,159	576
☐ Arlington	151.2	.0682	31.7	18.1	20.0	15.9	27.5	68.8	745,955	142,906	84,992	63,549	31,181	257,158	37,711
Augusta	52.7	.0238	32.0	11.6	17.5	17.7	27.1	17.1	95,180	21,477	5,892	910	2,386	24,570	1,343
Bath	5.8	.0027	36.0	11.0	15.2	16.4	34.8	2.3	13,552	3,558	599	2,725	1,083	288	1,427
Bedford	30.8	.0139	31.8	11.4	15.4	16.1	29.0	11.1	22,890	13,077	1,634	249	209	3,784	359
Bedford city	6.8	.0030	38.3	11.1	13.8	15.7	37.7	2.5	56,685	22,174	1,721	3,194	1,318	9,835	2,305
Bedford	6.8	.0030	38.3	11.1	13.8	15.7	37.7	2.5	56,685	22,174	1,721	3,194	1,318	9,835	2,305
Bland	6.4	.0029	33.8	13.5	15.2	16.8	31.4	2.3	9,044	1,247	336		109	4,166	
☐ Bristol	20.7	.0093	35.3	14.0	12.6	16.2	34.1	7.9	195,214	30,641	11,083	25,054	9,760	34,350	4,073
Bristol	20.7	.0093	35.3	14.0	12.6	16.2	34.1	7.9	195,214	30,641	11,083	25,054	9,760	34,350	4,073
Brunswick	15.6	.0071	29.9	14.9	11.9	15.7	28.3	5.0	32,866	11,568	583	1,810	783	7,686	924
Buchanan	34.6	.0156	26.0	13.7	16.8	15.6	19.3	10.5	98,136	21,298	3,419	14,112	5,439	20,500	2,988
Buckingham	11.8	.0053	32.3	12.2	13.2	15.2	31.3	4.1	14,239	5,017	753	1,856		941	89
Buena Vista	6.7	.0030	30.4	15.4	15.9	17.5	25.1	2.1	20,580	6,229	1,117	1,369	587	3,135	741
Buena Vista	6.7	.0030	30.4	15.4	15.9	17.5	25.1	2.1	20,580	6,229	1,117	1,369	587	3,135	741
Caroline	17.2	.0078	29.9	12.3	15.2	15.9	26.4	5.4	33,962	13,275	3,510	756	256	5,680	745
Carroll	23.8	.0107	33.9	11.4	15.2	17.6	30.7	8.8	37,751	13,184	1,846	3,578	1,179	6,564	763
Charlotte	12.9	.0058	32.8	10.6	12.7	16.5	30.7	4.3	18.428	6,062	1,116	1,198	575	3,874	551
Charlottesville	38.8	.0175	29.2	21.0	18.7	14.4	24.8	15.1	374,654	81,809	32,259	55,551	21,345	48,705	13,752
Charlottesville	38.8	.0175	29.2	21.0	18.7	14.4	24.8	15.1	374,654	81,809	32,259	55,551	21,345	48,705	13,752
Clarke	9.4	.0042	33.9	11.7	14.8	17.3	31.2	3.4	20,953	7,034	1,737	618	707	1,425	447
Clifton Forge	5.0	.0023	36.9	12.0	14.3	16.0	36.0	2.1	23,246	8,445	1,083	1,188	944	3,720	1,421
Clifton Forge	5.0	.0023	36.9	12.0	14.3	16.0	36.0	2.1	23,246	8,445	1,083	1,188	944	3,720	1,421
Covington	9.4	.0042	34.8	13.3	14.5	15.5	34.3	3.7	80,873	13,689	5,432	12,550	3,477	19,778	3,689

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A. (cont.)
ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

TRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Covington	9.4	.0042	34.8	13.3	14.5	15.5	34.3	3.7	80,873	13,689	5,432	12,550	3,477	19,778	3,689
Culpeper	21.8	.0099	32.0	11.2	15.1	16.0	29.5	7.6	71,333	23,701	2,406	8,412	1,993	10,941	4,802
Cumberland	7.0	.0031	32.8	10.4	12.8	15.5	31.7	2.4	9,258	2,568	431	937	318	1,005	43
Dickenson	19.9	.0090	29.5	11.6	14.0	15.9	26.4	6.7	60,140	18,441	1,488	4,438	2,470	18,560	774
Emporia	5.4	.0024	34.7	11.5	14.1	16.0	33.6	2.1	69,598	14,455	6,156	3,859	2,789	16,004	2,116
Emporia	5.4	.0024	34.7	11.5	14.1	16.0	33.6	2.1	69,598	14,455	6,156	3,859	2,789	16,004	2,116
Essex	8.0	.0037	31.0	13.0	14.9	15.3	28.7	2.6	44,797	11,227	3,950	6,347	2,768	8,681	1,588
☐ Fairfax	559.7	.2525	29.0	10.9	19.0	22.9	15.8	177.1	2,439,907	473,791	173,546	455,782	130,484	420,867	106,800
☐ Fairfax city	19.9	.0090	28.4	13.2	19.0	22.3	15.1	6.4	325,195	53,705	24,891	33,885	16,252	103,595	7,913
Fairfax	19.9	.0090	28.4	13.2	19.0	22.3	15.1	6.4	325,195	53,705	24,891	33,885	16,252	103,595	7,913
☐ Falls Church	10.0	.0046	33.3	12.1	17.2	17.0	30.0	4.3	158,928	18,831	9,041	16,152	12,172	59,084	5,885
Falls Church	10.0	.0046	33.3	12.1	17.2	17.0	30.0	4.3	158,928	18,831	9,041	16,152	12,172	59,084	5,885
Fauquier	31.3	.0141	30.6	12.1	15.3	16.6	26.7	10.3	88,979	23,913	6,324	1,733	2,692	14,649	3,726
Floyd	10.8	.0049	36.6	10.1	14.5	15.6	36.1	3.9	25,031	5,852	758	1,540	1,018	9,353	310
Fluvanna	10.1	.0045	32.2	10.2	13.5	15.4	30.8	3.6	11,132	4,762	410	232	170	2,480	190
Franklin	32.3	.0146	30.1	14.9	15.7	16.0	26.3	10.9	65,683	23,784	2,854	4,576	2,701	9,053	2,624
Franklin city	7.3	.0033	32.6	11.5	13.6	17.8	28.9	2.8	57,476	17,166	2,945	3,137	3,289	10,870	4,027
Franklin	7.3	.0033	32.6	11.5	13.6	17.8	28.9	2.8	57,476	17,166	2,945	3,137	3,289	10,870	4,027
Frederick	31.9	.0144	30.9	11.2	17.7	18.9	23.9	11.7	26,022	4,039	1,251	3,933	380	5,831	288
Fredericksburg	16.7	.0075	29.8	22.3	13.1	14.0	29.2	6.1	174,912	35,339	16,393	18,913	8,071	11,147	9,576
Fredericksburg	16.7	.0075	29.8	22.3	13.1	14.0	29.2	6.1	174,912	35,339	16,393	18,913	8,071	11,147	9,576
Galax	6.4	.0029	35.4	11.7	14.8	17.5	33.0	2.8	67,833	18,283	5,608	8,311	4,659	11,634	2,640
Galax	6.4	.0029	35.4	11.7	14.8	17.5	33.0	2.8	67,833	18,283	5,608	8,311	4,659	11,634	2,640
Giles	17.1	.0077	33.2	11.4	15.7	17.9	29.2	6.2	61,075	20,775	2,496	1,664	1,198	15,461	3,124
Grayson	15.7	.0070	35.0	11.1	14.5	17.0	33.0	5.8	12,417	4,715	540	1,029	1,358	2,414	279
Greene	7.3	.0033	29.0	13.7	17.2	14.9	24.8	2.4	13,342	5,493	346	562	180	2,388	44
Greensville	10.1	.0046	28.7	11.8	12.8	16.0	25.9	3.2	2,708	101		107			
Halifax	29.6	.0134	31.1	12.1	14.9	15.7	28.5	9.4	20,236	6,450	820	1,604	169	1,781	897
Harrisonburg	19.6	.0088	25.7	30.6	12.0	13.3	25.5	6.4	196,299	48,447	15,390	23,566	11,882	24,362	4,965
Harrisonburg	19.6	.0088	25.7	30.6	12.0	13.3	25.5	6.4	196,299	48,447	15,390	23,566	11,882	24,362	4,965
Henry	57.1	.0258	29.5	12.4	19.8	18.3	20.8	19.0	78,339	20,695	6,215	6,616	3,995	12,370	2,044
Highland	2.6	.0012	41.7	8.0	12.4	15.7	41.3	1.0	3,825	963	502	266	212	1,183	
Isle of Wight	20.4	.0092	29.7	12.3	16.1	16.1	25.4	6.7	59,300	14,889	3,661	766	1,201	21,650	1,943
King and Queen	5.8	.0027	33.2	11.7	13.4	15.0	32.5	2.0	4,594	1,026	475	392	38	1,015	
King George	10.3	.0046	30.2	12.3	16.6	16.8	25.2	3.3	17,719	8,107	587	161	423	3,213	617
King William	8.3	.0037	32.4	10.4	14.8	16.2	30.0	2.7	28,602	8,202	1,864	2,190	1,083	4,521	967
Lancaster	9.9	.0045	40.0	8.8	11.7	15.6	39.6	3.7	34,097	7,875	1,719	618	3,823	7,107	1,592
Lee	26.0	.0117	36.2	10.3	11.8	14.6	36.6	9.8	57,954	19,848	2,512	1,460	1,083	12,031	934
Lexington	8.4	.0038	24.4	37.6	10.4	12.1	24.2	2.6	66,505	16,895	4,369	5,056	1,789	6,431	2,115
Lexington	8.4	.0038	24.4	37.6	10.4	12.1	24.2	2.6	66,505	16,895	4,369	5,056	1,789	6,431	2,115
☐ Loudoun	56.1	.0254	29.4	10.2	20.4	17.1	21.5	18.0	183,666	46,816	14,955	3,793	4,795	31,569	9,845
Louisa	18.3	.0082	32.2	10.3	14.8	14.9	31.0	5.9	35,487	14,903	627	2,192	382	3,050	866
Lunenburg	12.3	.0056	34.4	10.6	13.2	16.4	32.7	4.3	25,658	8,445	722	1,905	1,282	3,883	762
Madison	10.2	.0046	33.3	11.7	15.2	15.4	32.0	3.6	14,565	6,219	730	622	292	2,422	371
☐ Manassas	13.6	.0062	28.7	13.9	23.7	18.3	16.7	4.2	101,643	22,451	4,173	7,563	4,390	21,055	3,248
Manassas	13.6	.0062	28.7	13.9	23.7	18.3	16.7	4.2	101,643	22,451	4,173	7,563	4,390	21,055	3,248
☐ Manassas Park	9.4	.0043	27.5	11.4	22.7	21.5	11.4	2.2	16,799	9,476	726			2,545	338
Manassas Park	9.4	.0043	27.5	11.4	22.7	21.5	11.4	2.2	16,799	9,476	726			2,545	338
Martinsville	17.5	.0079	32.4	12.1	15.1	17.9	28.2	6.0	191,118	43,320	10,607	24,940	7,145	44,191	6,832
Martinsville	17.5	.0079	32.4	12.1	15.1	17.9	28.2	6.0	191,118	43,320	10,607	24,940	7,145	44,191	6,832
Mathews	8.5	.0039	44.6	8.4	12.1	15.0	44.6	3.3	22,225	7,315	488	542	756	4,425	1,653
Mecklenburg	29.4	.0132	32.3	11.2	13.7	16.5	29.8	10.0	99,085	29,290	5,863	8,390	3,040	18,772	3,203
Middlesex	7.6	.0035	41.3	8.7	11.1	15.8	40.9	2.9	21,564	8,187	716	831	484	1,740	1,481
Montgomery	63.5	.0286	24.4	31.1	16.0	12.9	18.6	20.1	208,741	51,380	16,003	24,405	8,929	37,252	5,161
Nelson	11.7	.0053	34.5	10.5	13.5	15.4	34.0	3.8	17,290	6,974	2,234	599	657	2,536	191
Northampton	16.0	.0072	37.6	8.4	10.6	16.5	36.4	6.0	48,076	26,631	2,687	2,669	384	3,772	1,737
Northumberland	9.5	.0043	41.2	8.7	11.0	15.3	40.9	3.5	20,381	8,464	683	353	347	3,034	255
Norton	4.7	.0021	33.5	11.3	12.5	16.0	32.1	1.5	54,615	8,104	3,949	890	1,284	18,551	992
Norton	4.7	.0021	33.5	11.3	12.5	16.0	32.1	1.5	54,615	8,104	3,949	890	1,284	18,551	992
Nottoway	13.6	.0062	35.5	10.1	13.2	16.1	34.3	4.6	44,422	13,948	2,890	2,553	2,674	10,758	1,881
Orange	17.1	.0077	33.4	10.2	13.8	15.9	31.9	6.0	59,614	14,037	1,967	2,061	1,382	12,460	2,792
Page	19.7	.0089	33.1	11.6	15.9	16.4	30.6	7.2	48,291	13,363	7,177	3,022	2,201	9,203	3,009
Patrick	16.3	.0073	32.4	11.9	17.1	16.0	29.5	5.9	27,475	5,634	804	3,718	701	7,056	1,154
Prince Edward	16.4	.0074	27.2	24.0	11.8	12.3	28.6	4.9	66,080	17,109	5,006	5,953	6,256	15,588	2,633
☐ Prince William	140.8	.0635	24.8	13.2	23.4	18.2	8.0	36.3	562,749	122,091	43,181	63,348	23,439	130,325	28,590
Pulaski	32.5	.0146	30.8	13.3	16.4	16.5	26.5	11.4	91,954	25,278	4,040	5,157	3,229	19,313	3,431
Radford	12.9	.0059	24.6	33.9	12.7	13.3	21.9	4.1	70,137	15,445	3,439	8,821	5,326	19,970	2,244
Radford	12.9	.0059	24.6	33.9	12.7	13.3	21.9	4.1	70,137	15,445	3,439	8,821	5,326	19,970	2,244
Rappahannock	5.7	.0026	33.6	11.5	14.3	15.7	32.3	2.1	6,684	1,329	238	558	433	962	
Richmond	6.6	.0029	35.3	9.5	13.6	17.4	32.9	2.5	25,601	5,542	1,862	819	2,388	2,457	586
Rockbridge	16.7	.0076	32.7	12.1	15.6	18.0	28.4	5.5	23,614	4,846	346	142	50	464	288
Rockingham	56.3	.0254	29.9	14.8	16.8	16.5	25.0	18.8	60,961	18,089	3,311	2,200	2,495	12,492	2,603
Russell	28.3	.0128	30.5	12.3	15.3	16.3	26.9	9.5	50,401	11,320	1,514	2,119	5,443	13,772	944
☐ Scott	25.0	.0113	33.1	12.4	16.0	16.3	30.7	8.8	52,007	17,768	1,396	1,711	2,317	15,578	1,670
Shenandoah	27.5	.0124	35.2	10.7	14.8	16.3	33.9	10.4	80,603	21,667	3,173	3,394	2,152	18,295	1,798
Smyth	32.9	.0148	32.6	11.7	16.0	17.7	28.5	10.9	104,020	37,263	5,406	9,550	3,516	17,329	4,155
Southampton	19.9	.0090	28.1	12.6	13.7	15.3	25.3	6.3	22,409	5,457	678	1,578	1,872	3,953	358
South Boston	7.4	.0033	34.7	10.9	14.0	17.4	32.2	2.6	73,333	20,682	3,522	8,701	5,146	13,519	3,132
South Boston	7.4	.0033	34.7	10.9	14.0	17.4	32.2	2.6	73,333	20,682	3,522	8,701	5,146	13,519	3,132
Spotsylvania	32.3	.0146	28.6	11.4	15.7	16.0	24.0	10.3	115,538	32,637	5,340	20,698	5,472	32,691	792
Stafford	38.1	.0172	26.5	16.1	17.4	17.0	18.1	11.9	26,525	6,047	4,160	422	202	4,966	

VA. (cont.)
ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000
Staunton	21.9	.0099	33.3	14.2	15.1	17.4	30.1	7.8	148,369	32,696	7,928	26,302	6,073	34,518	6,4
Staunton	21.9	.0099	33.3	14.2	15.1	17.4	30.1	7.8	148,369	32,696	7,928	26,302	6,073	34,518	6,4
Surry	5.5	.0024	30.9	12.1	14.3	13.7	30.5	1.8	4,518	2,540	689	213	339	125	5
Sussex	10.5	.0048	29.7	12.4	13.3	15.6	27.3	3.4	27,538	6,547	1,758	1,573	539	7,956	1,12
Tazewell	50.2	.0226	30.7	12.2	13.8	16.3	27.7	17.2	233,078	80,807	7,596	16,520	6,421	63,867	3,94
Warren	20.7	.0094	33.4	10.9	15.7	16.3	31.0	7.9	76,954	22,154	5,647	7,549	2,413	12,743	1,51
☐ Washington	42.9	.0193	31.8	12.9	16.9	16.6	28.0	14.8	116,678	26,911	6,338	4,156	3,379	18,816	2,09
Waynesboro	16.5	.0075	32.0	12.0	17.6	17.9	26.7	6.2	91,431	21,134	6,838	9,247	3,763	18,559	4,90
Waynesboro	16.5	.0075	32.0	12.0	17.6	17.9	26.7	6.2	91,431	21,134	6,838	9,247	3,763	18,559	4,90
Westmoreland	14.5	.0065	33.9	10.6	12.9	15.3	33.2	5.3	32,503	10,959	2,393	2,506	530	8,371	1,21
Winchester	22.6	.0102	34.4	13.4	13.2	15.5	33.7	9.0	255,433	46,024	19,278	31,256	10,900	54,505	14,52
Winchester	22.6	.0102	34.4	13.4	13.2	15.5	33.7	9.0	255,433	46,024	19,278	31,256	10,900	54,505	14,52
Wise	47.5	.0214	31.2	12.4	13.3	16.1	28.8	15.5	148,412	42,847	4,761	5,914	4,783	28,580	3,47
Wythe	24.8	.0112	32.7	12.4	14.7	16.6	30.0	8.3	90,469	16,913	8,024	4,164	2,434	20,838	3,07
TOTAL METRO COUNTIES	**3,566.1**	**1.6096**	**28.8**	**15.1**	**17.9**	**17.9**	**21.0**	**1,203.5**	**15,085,909**	**3,143,748**	**1,211,377**	**2,163,911**	**765,146**	**3,135,637**	**509,61**
TOTAL STATE	**5,260.9**	**2.3743**	**29.5**	**14.7**	**16.9**	**17.4**	**23.3**	**1,786.1**	**20,483,526**	**4,604,205**	**1,538,520**	**2,643,160**	**984,812**	**4,179,246**	**694,57**

VA.
ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
△ **DANVILLE**	**649,853**	**15,020**	**7.0**	**18.0**	**29.7**	**20.3**	**.0418**
Danville	329,635	16,772	6.3	15.8	28.8	26.6	.0237
● Danville	329,635	16,772	6.3	15.8	28.8	26.6	.0237
Pittsylvania	320,218	13,844	7.5	19.9	30.4	15.2	.0181
SUBURBAN TOTAL	320,218	13,844	7.5	19.9	30.4	15.2	.0181
LYNCHBURG	**884,993**	**15,051**	**6.8**	**18.0**	**31.9**	**18.4**	**.0612**
Amherst	156,476	16,761	6.3	17.5	32.7	22.9	.0100
Appomattox	55,283	12,671	6.8	20.6	31.5	9.1	.0044
Campbell	278,334	17,273	5.4	17.8	37.1	21.7	.0163
Lynchburg	394,900	13,361	7.9	17.8	28.1	16.3	.0305
● Lynchburg	394,900	13,361	7.9	17.8	28.1	16.3	.0305
SUBURBAN TOTAL	490,093	16,408	5.9	18.1	35.0	20.2	.0307
NEWPORT NEWS - HAMPTON	**2,325,404**	**16,348**	**6.3**	**18.5**	**33.5**	**21.9**	**.1522**
Gloucester	95,962	12,791	7.4	18.8	30.1	10.7	.0069
Hampton	798,226	16,627	5.8	19.3	36.3	20.9	.0548
● Hampton	798,226	16,627	5.8	19.3	36.3	20.9	.0548
James City	121,609	16,217	7.2	18.8	34.0	20.8	.0073
Newport News	903,300	15,429	7.1	19.2	32.2	19.4	.0585
● Newport News	903,300	15,429	7.1	19.2	32.2	19.4	.0585
Poquoson	54,254	16,440	5.4	18.2	37.7	18.2	.0027
Poquoson	54,254	16,440	5.4	18.2	37.7	18.2	.0027
Williamsburg	87,755	20,740	5.5	15.5	24.0	40.2	.0076
Williamsburg	87,755	20,740	5.5	15.5	24.0	40.2	.0076
York	264,298	21,774	3.7	12.9	31.8	40.9	.0144
SUBURBAN TOTAL	623,878	17,316	5.7	16.4	31.7	27.1	.0389
NORFOLK - VIRGINIA BEACH - PORTSMOUTH	**5,173,735**	**16,597**	**5.9**	**17.3**	**31.5**	**24.3**	**.3309**
Chesapeake	640,554	16,774	5.8	18.1	37.8	19.5	.0428
Chesapeake	640,554	16,774	5.8	18.1	37.8	19.5	.0428
Norfolk	1,761,507	14,473	6.9	18.8	28.0	20.1	.1149
● Norfolk	1,761,507	14,473	6.9	18.8	28.0	20.1	.1149
Portsmouth	692,811	16,441	6.0	15.8	31.8	23.4	.0434
● Portsmouth	692,811	16,441	6.0	15.8	31.8	23.4	.0434
Suffolk	377,460	20,371	5.0	13.0	23.3	39.5	.0204
Suffolk	377,460	20,371	5.0	13.0	23.3	39.5	.0204
Virginia Beach	1,650,693	18,835	4.7	16.6	34.7	29.4	.1064
● Virginia Beach	1,650,693	18,835	4.7	16.6	34.7	29.4	.1064
Currituck, N. C.	*50,710*	*11,034*	*8.0*	*21.8*	*21.8*	*11.0*	*.0030*
SUBURBAN TOTAL	1,068,724	16,952	5.7	16.9	32.7	24.5	.0662
PETERSBURG - COLONIAL HEIGHTS - HOPEWELL	**811,152**	**16,347**	**6.0**	**18.0**	**32.7**	**22.3**	**.0520**
Colonial Heights	132,613	18,127	6.0	18.0	40.0	23.0	.0077
● Colonial Heights	132,613	18,127	6.0	18.0	40.0	23.0	.0077
Dinwiddie	119,875	15,956	6.3	18.3	33.1	20.9	.0062
Hopewell	178,746	18,945	4.6	13.8	34.7	30.0	.0113
● Hopewell	178,746	18,945	4.6	13.8	34.7	30.0	.0113
Petersburg	240,357	13,394	7.1	19.9	27.7	16.1	.0202
● Petersburg	240,357	13,394	7.1	19.9	27.7	16.1	.0202
Prince George	139,561	18,141	4.8	19.0	34.4	27.9	.0066
SUBURBAN TOTAL	259,436	16,866	5.6	18.7	33.7	23.9	.0128

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
RICHMOND	**4,870,261**	**19,447**	**5.0**	**14.6**	**32.4**	**32.3**	**.3007**
Charles City	22,884	10,611	9.8	24.2	20.2	8.7	.0014
Chesterfield	883,625	18,786	4.4	16.4	41.3	25.7	.0576
Goochland	56,211	12,441	10.9	20.9	24.5	14.6	.0034
Hanover	388,017	20,090	4.6	13.3	32.1	34.1	.0234
Henrico	1,638,424	23,139	3.5	11.3	33.2	43.1	.0971
New Kent	35,756	12,025	8.8	21.5	25.9	12.5	.0026
Powhatan	80,042	20,609	4.9	14.0	28.2	35.4	.0043
Richmond city	1,765,302	17,225	6.1	15.9	28.1	28.7	.1109
● Richmond	1,765,302	17,225	6.1	15.9	28.1	28.7	.1109
SUBURBAN TOTAL	3,104,959	20,564	4.3	13.8	35.0	34.5	.1898
ROANOKE	**1,524,370**	**16,471**	**6.2**	**17.1**	**32.1**	**23.2**	**.1025**
Botetourt	138,795	15,196	6.3	17.8	32.3	18.4	.0080
Craig	17,538	9,545	10.9	24.6	19.5	3.2	.0010
Roanoke	533,033	21,578	3.4	12.2	35.0	37.5	.0296
Roanoke city	658,471	14,071	7.6	19.2	30.5	15.9	.0491
● Roanoke	658,471	14,071	7.6	19.2	30.5	15.9	.0491
Salem	176,533	18,374	5.6	17.3	35.4	27.6	.0148
Salem	176,533	18,374	5.6	17.3	35.4	27.6	.0148
SUBURBAN TOTAL	865,899	19,092	4.7	14.9	33.9	30.3	.0534
OTHER COUNTIES							
Accomack	140,679	9,168	9.6	18.9	19.6	7.5	.0100
Albemarle	346,384	15,960	6.8	16.8	28.9	24.5	.0171
☐ Alexandria	1,197,871	22,933	3.7	11.8	29.0	44.4	.0690
Alexandria	1,197,871	22,933	3.7	11.8	29.0	44.4	.0690
Alleghany	74,242	15,289	6.4	18.9	34.1	17.1	.0037
Amelia	33,450	9,187	9.9	17.6	19.6	8.8	.0022
☐ Arlington	1,941,244	24,125	3.2	12.1	27.6	47.9	.0987
Augusta	282,287	14,738	7.0	20.5	33.2	15.7	.0169
Bath	32,905	10,714	9.6	20.1	21.6	11.8	.0019
Bedford	138,953	11,791	8.7	24.5	28.4	5.5	.0079
Bedford city	45,573	15,540	5.5	18.4	28.3	23.9	.0039
Bedford	45,573	15,540	5.5	18.4	28.3	23.9	.0039
Bland	23,017	8,383	11.1	23.5	15.3	2.3	.001
☐ Bristol	97,523	9,399	8.4	18.7	20.7	8.1	.011
Bristol	97,523	9,399	8.4	18.7	20.7	8.1	.01
Brunswick	66,387	10,848	10.0	19.9	24.8	9.0	.004
Buchanan	201,388	17,278	5.1	14.8	29.6	28.2	.012
Buckingham	44,113	8,905	10.0	20.4	18.3	5.7	.002
Buena Vista	32,193	14,480	8.2	22.1	32.9	14.6	.002
Buena Vista	32,193	14,480	8.2	22.1	32.9	14.6	.002
Caroline	92,216	15,139	5.6	19.2	31.5	19.2	.005
Carroll	133,823	13,168	7.9	19.8	29.8	13.3	.007
Charlotte	53,861	10,146	9.7	19.3	21.5	9.8	.003
Charlottesville	274,875	15,865	6.8	17.0	29.6	23.3	.024
Charlottesville	274,875	15,865	6.8	17.0	29.6	23.3	.024
Clarke	59,349	13,108	9.9	19.4	27.6	14.9	.003
Clifton Forge	32,355	13,648	7.4	20.5	29.8	14.6	.002
Clifton Forge	32,355	13,648	7.4	20.5	29.8	14.6	.002
Covington	56,413	14,600	5.9	21.1	36.3	11.8	.005
Covington	56,413	14,600	5.9	21.1	36.3	11.8	.005

VA. (cont.)
ESTIMATES

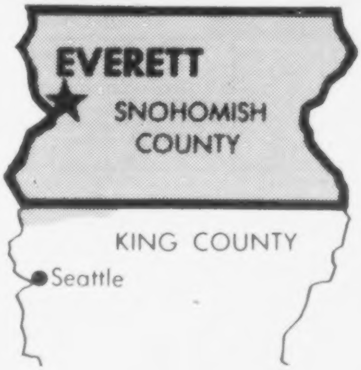
EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Culpeper	121,029	13,655	8.3	21.8	29.2	15.0	.0082
Cumberland	27,345	9,300	11.3	19.3	20.2	6.4	.0017
Dickenson	70,082	9,060	9.0	19.0	23.0	4.0	.0061
Emporia	33,344	13,700	8.4	15.4	26.8	19.4	.0038
Emporia	33,344	13,700	8.4	15.4	26.8	19.4	.0038
Essex	32,454	10,646	11.1	23.0	21.9	8.7	.0032
☐ Fairfax	5,946,677	31,303	1.7	6.4	20.6	65.8	.3167
☐ Fairfax city	217,037	31,623	1.5	5.0	22.4	66.3	.0195
Fairfax	217,037	31,623	1.5	5.0	22.4	66.3	.0195
☐ Falls Church	118,168	24,273	2.3	10.6	28.8	48.1	.0099
Falls Church	118,168	24,273	2.3	10.6	28.8	48.1	.0099
Fauquier	212,456	16,518	6.2	17.3	27.7	27.2	.0125
Floyd	52,482	11,400	7.5	20.3	26.9	8.6	.0033
Fluvanna	44,405	10,847	6.7	21.3	25.2	7.0	.0027
Franklin	171,846	13,728	8.0	20.4	30.9	14.0	.0105
Franklin city	57,636	15,587	8.2	18.1	22.1	29.9	.0044
Franklin	57,636	15,587	8.2	18.1	22.1	29.9	.0044
Frederick	244,353	19,200	4.8	14.6	33.5	31.0	.0112
Fredericksburg	116,007	15,932	5.9	18.4	27.9	25.3	.0110
Fredericksburg	116,007	15,932	5.9	18.4	27.9	25.3	.0110
Galax	39,656	12,008	8.9	22.5	26.9	8.7	.0041
Galax	39,656	12,008	8.9	22.5	26.9	8.7	.0041
Giles	74,666	10,870	12.0	27.6	23.7	4.6	.0060
Grayson	68,383	10,609	11.1	24.9	23.2	5.2	.0039
Greene	30,926	11,626	8.7	23.0	29.2	7.2	.0021
Greensville	36,390	10,369	9.6	21.9	25.0	4.9	.0021
Halifax	127,031	11,549	8.2	19.6	[illegible]	10.3	.0074
Harrisonburg	108,085	13,464	7.8	16.6	28.0	17.6	.0117
Harrisonburg	108,085	13,464	7.8	16.6	28.0	17.6	.0117
Henry	298,256	14,851	7.9	24.0	37.4	12.0	.0169
Highland	10,000	7,296	7.2	16.7	20.8	3.4	.0008
Isle of Wight	94,259	12,931	7.7	20.2	31.0	10.1	.0068
King and Queen	32,743	12,951	7.4	17.9	21.8	20.6	.0018
King George	66,197	17,492	5.0	14.6	30.9	29.2	.0036
King William	46,905	15,325	6.1	16.9	31.2	19.8	.0031
Lancaster	53,725	11,053	8.6	16.7	23.3	13.6	.0037
Lee	106,422	7,990	9.1	16.0	17.2	7.6	.0077
Lexington	51,343	15,319	7.1	15.5	24.5	26.4	.0047
Lexington	51,343	15,319	7.1	15.5	24.5	26.4	.0047
☐ Loudoun	453,660	23,229	3.5	11.1	26.0	45.0	.0253
Louisa	113,315	15,835	6.4	15.9	26.8	25.9	.0063
Lunenburg	56,940	10,498	10.3	21.5	21.8	9.2	.0037
Madison	48,280	10,832	9.0	18.4	25.3	10.0	.0030
☐ Manassas	129,452	27,537	2.5	7.7	24.6	58.2	.0088
Manassas	129,452	27,537	2.5	7.7	24.6	58.2	.0088
☐ Manassas Park	60,464	25,806	1.1	4.9	35.8	53.5	.0032
Manassas Park	60,464	25,806	1.1	4.9	35.8	53.5	.0032
Martinsville	123,477	18,328	6.0	16.3	34.3	27.0	.0119
Martinsville	123,477	18,328	6.0	16.3	34.3	27.0	.0119
Mathews	51,706	12,548	7.8	20.0	25.1	14.9	.0030
Mecklenburg	129,208	11,099	9.0	20.0	24.1	10.4	.0101
Middlesex	37,728	10,535	6.9	20.2	23.2	8.7	.0026
Montgomery	329,344	13,462	7.6	22.1	28.7	14.6	.0230
Nelson	39,062	8,453	10.3	18.7	18.8	4.6	.0027
Northampton	59,750	7,652	10.2	18.1	13.6	6.0	.0050
Northumberland	47,035	10,234	8.2	16.8	21.2	12.8	.0029
Norton	28,780	15,489	6.1	12.5	25.2	26.3	.0032
Norton	28,780	15,489	6.1	12.5	25.2	26.3	.0032
Nottoway	66,966	12,787	7.5	18.2	29.1	13.2	.0049
Orange	91,355	13,075	7.5	19.6	27.9	14.7	.0064
Page	95,329	11,609	8.6	23.7	25.3	9.0	.0062
Patrick	72,584	11,530	9.4	23.1	29.5	5.1	.0047
Prince Edward	71,884	11,038	8.2	19.6	23.4	11.3	.0059
☐ Prince William	1,089,568	28,017	2.1	7.7	24.1	59.2	.0661
Pulaski	204,376	16,114	5.9	19.0	34.2	20.0	.0123
Radford	88,483	19,424	5.4	14.0	30.2	32.2	.0062
Radford	88,483	19,424	5.4	14.0	30.2	32.2	.0062
Rappahannock	26,660	10,562	8.4	18.8	24.3	9.1	.0016
Richmond	34,114	11,841	7.9	18.0	27.6	11.1	.0026
Rockbridge	86,571	13,742	6.3	21.3	29.4	15.3	.0050
Rockingham	314,745	14,738	7.3	21.0	33.8	15.0	.0168
Russell	119,756	10,995	8.4	18.7	26.8	8.5	.0079
☐ Scott	117,719	11,911	7.0	17.4	28.8	10.5	.0078
Shenandoah	144,826	12,642	9.0	21.8	29.3	10.0	.0095
Smyth	133,761	11,045	11.4	25.5	24.5	5.9	.0107
Southampton	97,723	11,972	9.4	17.9	24.0	16.3	.0056
South Boston	40,542	12,980	8.2	19.2	25.7	16.8	.0044
South Boston	40,542	12,980	8.2	19.2	25.7	16.8	.0044
Spotsylvania	173,282	15,094	6.4	19.6	30.9	19.6	.0121
Stafford	227,200	16,636	4.4	19.4	34.9	22.6	.0113
Staunton	125,868	14,117	7.0	22.6	31.6	14.1	.0109
Staunton	125,868	14,117	7.0	22.6	31.6	14.1	.0109
Surry	27,299	13,167	7.0	20.1	28.3	14.2	.0016
Sussex	60,978	14,259	7.2	16.9	26.2	21.3	.0036
Tazewell	282,219	14,035	7.5	16.5	29.2	17.8	.0213
Warren	139,393	15,605	6.5	19.2	32.7	19.8	.0087
☐ Washington	240,842	14,167	6.9	18.3	28.6	18.2	.0153
Waynesboro	124,380	18,522	5.4	16.7	35.1	28.0	.0084
Waynesboro	124,380	18,522	5.4	16.7	35.1	28.0	.0084
Westmoreland	64,364	9,741	9.3	19.4	19.6	9.8	.0044
Winchester	163,345	15,023	5.9	19.9	28.3	21.8	.0158
Winchester	163,345	15,023	5.9	19.9	28.3	21.8	.0158
Wise	253,294	13,863	6.9	15.6	26.7	19.9	.0172
Wythe	136,505	14,490	7.2	18.9	30.7	17.4	.0094
TOTAL METRO COUNTIES	**27,799,283**	**19,587**	**4.8**	**14.4**	**29.5**	**34.8**	**1.6901**
TOTAL STATE	**36,924,599**	**17,288**	**5.8**	**16.0**	**29.1**	**28.5**	**2.3079**

WASHINGTON

WASH.
ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
BREMERTON	**134.7**	**.0608**	**29.9**	**14.3**	**16.1**	**15.9**	**25.9**	**48.3**	**470,852**	**120,214**	**39,444**	**45,537**	**20,576**	**86,967**	**36,176**
Kitsap	134.7	.0608	29.9	14.3	16.1	15.9	25.9	48.3	470,852	120,214	39,444	45,537	20,576	86,967	36,176
• Bremerton	41.7	.0188	28.0	21.2	15.8	13.9	25.1	15.4	283,381	56,948	23,816	43,717	15,045	59,251	23,433
SUBURBAN TOTAL	93.0	.0420	30.7	11.2	16.3	16.8	26.2	32.9	187,471	63,266	15,628	1,820	5,531	27,716	12,743
OLYMPIA	**118.7**	**.0536**	**29.9**	**11.9**	**16.4**	**16.6**	**25.1**	**43.6**	**437,679**	**107,632**	**42,196**	**42,951**	**29,580**	**84,386**	**19,597**
Thurston	118.7	.0536	29.9	11.9	16.4	16.6	25.1	43.6	437,679	107,632	42,196	42,951	29,580	84,386	19,597
• Olympia	30.1	.0136	32.5	12.4	14.7	15.2	31.1	12.6	234,719	50,723	21,030	12,709	19,204	69,582	3,828
SUBURBAN TOTAL	88.6	.0400	29.2	11.8	17.0	17.0	23.1	31.0	202,960	56,909	21,166	30,242	10,376	14,804	15,769
RICHLAND - KENNEWICK - PASCO	**133.6**	**.0604**	**28.9**	**10.8**	**16.4**	**17.8**	**22.2**	**43.8**	**678,926**	**150,023**	**55,716**	**80,206**	**29,195**	**133,177**	**42,775**
Benton	101.9	.0460	29.4	10.3	17.1	17.9	22.5	33.4	527,915	118,927	41,358	61,486	23,811	90,945	34,990
• Kennewick	30.2	.0136	29.3	11.7	16.8	17.0	23.5	10.3	368,394	73,066	25,526	57,973	17,976	63,571	19,703
• Richland	34.5	.0156	29.3	10.3	18.0	17.6	22.2	11.7	119,222	33,417	13,482	3,327	5,270	14,643	14,333
Franklin	31.7	.0144	27.0	12.2	14.4	17.2	21.3	10.4	151,011	31,096	14,358	18,720	5,384	42,232	7,785
• Pasco	16.5	.0074	28.9	12.6	13.8	16.0	25.6	5.6	131,263	26,125	12,440	14,434	5,148	39,774	6,364
SUBURBAN TOTAL	52.4	.0238	28.2	10.0	15.9	18.8	20.4	16.2	60,047	17,415	4,268	4,472	801	15,189	2,375



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WASH. (cont.) S&MM ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
SEATTLE - EVERETT	**1,526.8**	**.6890**	**30.2**	**14.2**	**19.5**	**17.2**	**23.3**	**585.2**	**7,433,300**	**1,479,676**	**832,779**	**906,791**	**398,230**	**1,428,148**	**277,741**
King	1,221.7	.5513	30.5	14.6	19.3	17.2	24.1	476.5	6,127,687	1,196,020	710,738	737,835	321,562	1,130,608	233,196
Bellevue	74.5	.0336	28.6	10.4	21.8	22.6	13.4	24.5	656,061	112,369	56,764	62,990	35,199	141,431	19,292
• Seattle	505.3	.2280	33.2	17.3	16.8	15.1	31.9	223.9	2,664,176	444,110	375,827	329,233	125,397	498,470	94,131
Snohomish	305.1	.1377	29.0	12.4	20.0	17.4	20.6	108.7	1,305,613	283,656	122,041	162,956	76,668	297,540	44,545
• Everett	55.9	.0252	31.7	14.7	15.9	15.9	28.8	22.5	429,180	89,358	38,771	91,661	21,649	87,286	9,559
SUBURBAN TOTAL	965.6	.4358	28.8	12.5	21.2	18.4	18.5	338.8	4,339,944	946,208	418,181	479,897	251,184	842,392	174,051
SEATTLE - TACOMA CONSOLIDATED AREA	***1,982.1***	***.8945***	***29.6***	***15.0***	***18.6***	***16.9***	***23.1***	***740.7***	***9,108,062***	***1,804,879***	***980,819***	***1,131,111***	***486,452***	***1,800,084***	***335,564***
SPOKANE	**332.5**	**.1500**	**29.9**	**14.4**	**15.2**	**15.5**	**26.7**	**122.2**	**1,343,591**	**267,917**	**121,193**	**182,949**	**79,590**	**276,886**	**50,738**
Spokane	332.5	.1500	29.9	14.4	15.2	15.5	26.7	122.2	1,343,591	267,917	121,193	182,949	79,590	276,886	50,738
• Spokane	177.8	.0802	32.3	14.1	13.2	15.0	31.4	71.8	871,052	150,922	81,908	155,823	50,130	174,315	32,282
SUBURBAN TOTAL	154.7	.0698	27.8	14.8	17.4	16.1	21.4	50.4	472,539	116,995	39,285	27,126	29,460	102,571	18,456

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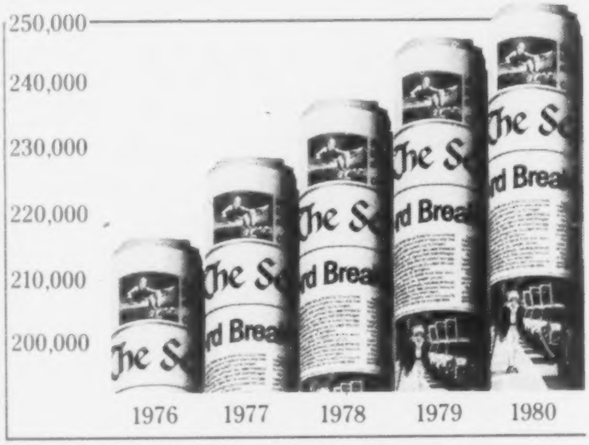
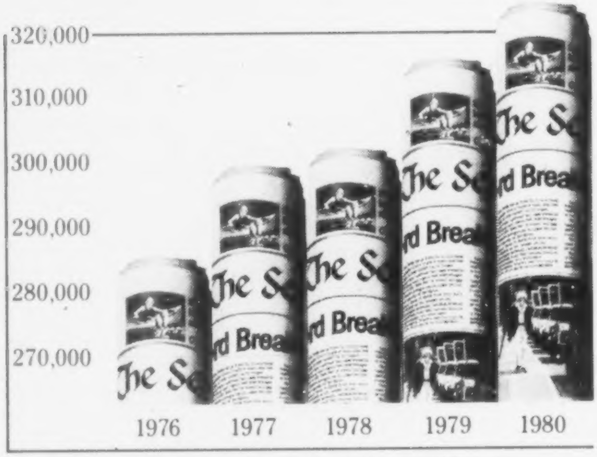


Seattle Times Daily Circulation.



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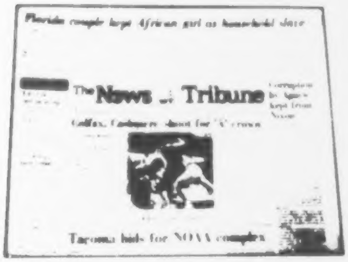
WASH. (cont.) S&MM ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000
TACOMA	**455.3**	**.2055**	**27.2**	**18.0**	**15.4**	**15.9**	**22.1**	**155.5**	**1,674,762**	**325,203**	**148,040**	**230,320**	**88,222**	**371,936**	**57,8**
Pierce	455.3	.2055	27.2	18.0	15.4	15.9	22.1	155.5	1,674,762	325,203	148,040	230,320	88,222	371,936	57,8
• Tacoma	160.7	.0725	34.4	12.8	13.9	15.8	29.2	65.1	850,960	114,077	72,630	176,422	42,766	225,382	26,6
SUBURBAN TOTAL	294.6	.1330	25.2	20.8	16.2	16.0	18.2	90.4	823,802	211,126	75,410	53,898	45,456	146,554	31,2
YAKIMA	**160.3**	**.0723**	**30.3**	**11.4**	**14.8**	**15.3**	**27.8**	**59.0**	**645,408**	**137,182**	**55,768**	**75,638**	**30,997**	**143,883**	**24,48**
Yakima	160.3	.0723	30.3	11.4	14.8	15.3	27.8	59.0	645,408	137,182	55,768	75,638	30,997	143,883	24,48
• Yakima	50.1	.0226	32.4	12.9	13.9	14.3	32.1	20.8	397,975	81,510	37,504	55,589	21,436	84,422	10,1
SUBURBAN TOTAL	110.2	.0497	29.5	10.7	14.9	15.8	26.0	38.2	247,433	55,672	18,264	20,049	9,561	59,461	14,28
OTHER COUNTIES															
Adams	15.3	.0069	27.7	10.5	15.8	17.1	21.4	5.1	41,135	11,510	6,506	922	904	5,179	4,27
Asotin	15.1	.0068	32.8	9.6	14.0	16.0	30.9	5.5	31,183	9,575	3,441	47	2,186	3,206	3,58
Chelan	43.1	.0194	33.8	11.3	14.2	16.5	[illegible]1.8	16.8	213,983	44,183	19,258	23,046	6,712	44,063	9,55
Clallam	45.1	.0204	32.1	10.5	14.6	15.5	30.3	16.9	207,713	54,508	22,608	11,277	8,615	32,820	14,29
☐ Clark	179.3	.0809	29.5	11.9	17.7	16.0	24.2	64.0	541,841	125,152	60,244	72,074	19,658	100,877	24,14
Vancouver	50.5	.0228	31.2	13.9	16.2	14.7	29.1	20.5	218,685	36,555	31,086	20,723	13,528	48,785	8,2
Columbia	4.7	.0021	38.0	8.9	13.6	16.3	36.9	1.5	7,123	2,388	809	330	223	1,049	45
Cowlitz	76.3	.0344	29.7	12.4	17.0	16.4	24.6	27.8	298,343	64,370	26,108	43,904	12,288	69,589	11,81
Douglas	21.1	.0096	31.1	10.0	16.9	17.9	25.5	7.3	66,603	21,752	3,942	7,142	2,930	7,555	7,891
Ferry	5.5	.0024	29.2	9.7	16.5	15.1	25.4	2.2	8,208	2,994	707	535	90	1,536	148
Garfield	2.8	.0012	36.0	5.9	12.9	18.7	32.6	1.1	2,800	914	167	31	61	498	141
Grant	49.9	.0225	28.1	11.2	15.4	17.3	22.2	16.9	167,459	48,449	15,381	3,674	6,295	30,730	11,31

SEATTLE-TACOMA is a two paper buy.

(This one)


Florida couple kept African girl as household slave
The News Tribune
Tacoma bids for NOAA complex

(And one of these)

The Seattle Times
Post-Intelligencer
Carter to Act Today

Seattle and Tacoma Retail Outlets
1979 Lineage Shown in Inches

	TNT	TIMES	P-I
K MART	122,303	408,400	52,408
J. C. PENNEY	164,944	216,387	27,483
SEARS	171,738	77,530	70,246
FRED MEYER	109,281	108,679	17,882
BON MARCHE	90,186	188,254	70,388
PAY 'N SAVE	40,483	53,417	12,053
SAFEWAY	48,273	40,806	32,736
ERNST	37,780	34,886	2,462
SCHUCK'S	10,303	14,795	7,172
PAY 'N PAK	24,404	22,232	4,404
TOTAL	1,232,973	1,165,823	[illegible]
(83 Accounts)	(42%)	(39.8%)	(18.2%)

The retailers, who sell your products, offer positive proof that Seattle-Tacoma is a two-paper buy. Here's how they place their own advertising.

No. 1 in the Sea-Tac Market

Tacoma News Tribune
1950 South State Street
Tacoma, Washington 98411
Circulation over 110,000 • Represented by Sawyer-Ferguson-Walker

ASH. (cont.) ESTIMATES ETRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Grays Harbor	65.7	.0297	31.7	11.6	15.3	15.7	29.2	24.8	314,811	80,979	31,515	18,968	17,189	61,692	7,472
Island	41.1	.0185	26.9	16.0	17.4	13.7	22.1	14.6	93,515	24,217	8,089	2,631	4,733	20,753	1,169
Jefferson	14.0	.0064	34.9	9.5	13.4	15.7	34.2	5.5	49,470	11,931	7,957	507	1,089	5,347	2,000
Kittitas	25.4	.0115	25.1	28.4	14.9	11.8	23.4	8.6	93,427	20,180	11,325	3,969	2,714	12,825	1,091
Klickitat	14.7	.0066	31.7	8.9	14.9	15.2	29.9	5.4	26,625	4,621	2,474	422	103	7,891	1,163
Lewis	51.8	.0234	32.5	10.3	14.0	15.4	31.1	19.4	225,493	49,522	19,687	33,698	12,461	37,469	10,875
Lincoln	9.9	.0044	37.8	7.3	14.0	16.0	36.9	3.9	17,669	5,750	2,237	200	124	1,800	995
Mason	26.5	.0120	33.1	10.3	14.7	16.0	31.2	9.4	90,472	29,118	8,741	2,068	3,385	14,419	2,049
Okanogan	29.5	.0133	32.4	9.2	14.1	16.9	29.4	10.8	101,159	32,337	7,813	4,172	2,955	19,317	3,286
Pacific	16.1	.0073	35.7	10.2	12.9	14.4	36.2	6.5	49,188	14,413	7,577	3,886	1,246	4,283	1,825
Pend Oreille	8.5	.0038	33.9	7.2	12.9	15.6	33.1	3.0	12,895	3,514	1,626	286	203	3,964	474
San Juan	7.3	.0033	45.3	7.0	13.1	13.5	45.8	3.0	21,939	7,870	3,075	159	162	209	890
Skagit	60.0	.0271	32.1	10.9	15.6	15.9	29.6	21.7	273,636	59,513	22,885	6,964	11,495	58,157	18,375
Skamania	6.2	.0028	30.9	9.2	16.8	15.6	27.5	2.4	6,771	2,613	755		32	595	663
Stevens	26.4	.0119	32.8	7.6	13.9	15.6	31.3	9.7	79,355	20,193	7,701	4,378	4,012	14,859	2,055
Wahkiakum	3.8	.0017	32.9	9.7	15.4	15.4	31.3	1.3	3,453	738	625	450	61		327
Walla Walla	44.2	.0200	31.1	16.9	13.9	15.1	29.5	15.8	148,160	30,090	14,770	15,549	10,264	31,616	11,623
Whatcom	98.7	.0445	29.0	17.7	15.2	14.0	26.9	35.7	444,914	77,304	50,494	59,467	23,065	91,573	16,046
Whitman	41.2	.0186	24.0	35.6	15.1	10.9	18.9	12.4	78,553	22,761	8,290	315	3,402	16,618	2,977
OTAL METRO COUNTIES	**3,041.2**	**1.3725**	**29.7**	**14.2**	**17.6**	**16.6**	**24.0**	**1,121.6**	**13,226,359**	**2,712,999**	**1,355,380**	**1,630,466**	**696,048**	**2,626,260**	**533,478**
OTAL STATE	**3,911.1**	**1.7650**	**29.8**	**14.1**	**17.1**	**16.3**	**24.8**	**1,436.6**	**16,402,414**	**3,471,306**	**1,671,943**	**1,879,463**	**835,047**	**3,225,872**	**682,297**

WASH. ESTIMATES METRO AREA County City	EFFECTIVE BUYING INCOME 1979						
	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
△ **BREMERTON**	**1,279,452**	**24,620**	**3.7**	**8.8**	**23.3**	**49.0**	**.0676**
Kitsap	1,279,452	24,620	3.7	8.8	23.3	49.0	.0676
• Bremerton	391,604	21,936	4.3	10.0	23.5	42.5	.0254
SUBURBAN TOTAL	887,848	25,686	3.5	8.2	23.3	52.0	.0422
△ **OLYMPIA**	**1,041,647**	**21,836**	**4.4**	**10.9**	**26.8**	**41.2**	**.0577**
Thurston	1,041,647	21,836	4.4	10.9	26.8	41.2	.0577
• Olympia	312,527	21,639	5.2	11.9	21.4	43.0	.0203
SUBURBAN TOTAL	729,120	21,890	4.1	10.4	29.1	40.5	.0374

ESTIMATES METRO AREA County City	EFFECTIVE BUYING INCOME 1979						
	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
RICHLAND - KENNEWICK - PASCO	**1,029,367**	**22,140**	**4.4**	**10.6**	**29.1**	**40.9**	**.0668**
Benton	777,899	22,084	4.4	10.7	30.3	40.1	.0510
• Kennewick	238,349	21,932	4.8	10.8	29.3	40.0	.0225
• Richland	296,352	23,871	3.7	9.1	29.7	46.2	.0163
Franklin	251,468	22,393	4.6	10.4	25.0	43.6	.0158
• Pasco	132,800	21,581	4.5	11.4	23.1	42.2	.0100
SUBURBAN TOTAL	361,866	21,130	4.7	11.4	30.5	37.2	.0180

YAKIMA ADI+ BUY

INCREASE YOUR NORTHWEST SALES BY ADDING THE YAKIMA ADI+ (PLUS) BUY!

6 DAILIES—160,724 CIRCULATION—13% DISCOUNT
ONE BILL

- YAKIMA HERALD-REPUBLIC
- PASCO TRI-CITY HERALD
- WALLA WALLA UNION BULLETIN
- LEWISTON MORNING TRIBUNE
- PENDLETON EAST OREGONIAN
- WENATCHEE WORLD

YAKIMA ADI+ BUY Represented by BRANHAM Newspaper Sales

WASH. (cont.) S&MM ESTIMATES	SS EFFECTIVE BUYING INCOME 1979						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
SEATTLE - EVERETT	**13,095,355**	**20,370**	**4.2**	**12.2**	**32.0**	**35.0**	**.7934**
King	10,951,838	20,877	4.3	11.8	30.3	37.1	.6556
Bellevue	754,303	29,016	2.2	6.5	22.9	62.0	.0522
• Seattle	4,600,246	17,748	5.5	14.2	28.9	29.3	.2778
Snohomish	2,143,517	18,703	4.0	13.9	38.9	25.9	.1378
• Everett	396,132	16,036	5.2	15.4	33.3	20.3	.0318
SUBURBAN TOTAL	8,098,977	22,059	3.3	10.7	33.8	39.8	.4838
SEATTLE - TACOMA CONSOLIDATED AREA	***16,501,228***	***19,995***	***4.4***	***12.6***	***31.9***	***33.9***	***.9963***
SPOKANE	**2,461,526**	**17,785**	**5.5**	**12.8**	**29.0**	**29.3**	**.1514**
Spokane	2,461,526	17,785	5.5	12.8	29.0	29.3	.1514
• Spokane	1,364,874	16,241	6.1	13.4	27.2	26.3	.0877
SUBURBAN TOTAL	1,096,652	19,703	4.8	12.0	31.5	33.6	.0637
TACOMA	**3,405,873**	**18,559**	**5.0**	**13.8**	**31.8**	**29.7**	**.2029**
Pierce	3,405,873	18,559	5.0	13.8	31.8	29.7	.2029
• Tacoma	1,224,007	16,665	5.5	14.1	30.4	24.7	.0811
SUBURBAN TOTAL	2,181,866	19,828	4.7	13.7	32.7	33.3	.1218

S&MM ESTIMATES	SS EFFECTIVE BUYING INCOME 1979						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
YAKIMA	**1,063,672**	**15,677**	**6.6**	**14.1**	**26.8**	**25.1**	**.0691**
Yakima	1,063,672	15,677	6.6	14.1	26.8	25.1	.0691
• Yakima	374,480	15,090	7.1	13.0	24.9	25.2	.0295
SUBURBAN TOTAL	689,192	15,940	6.4	14.8	27.6	25.1	.0396
OTHER COUNTIES							
Adams	105,685	18,337	5.5	16.2	33.2	29.9	.0059
Asotin	95,279	15,503	6.1	14.6	29.9	21.8	.0055
Chelan	338,971	17,422	5.8	14.0	27.3	29.6	.0216
Clallam	347,588	18,483	4.6	13.1	29.5	30.7	.0219
☐ Clark	1,374,022	20,042	4.3	11.7	32.5	33.7	.0768
Vancouver	417,591	18,380	5.1	12.9	30.0	30.3	.0249
Columbia	29,711	16,625	5.7	13.0	28.0	27.4	.0017
Cowlitz	531,987	18,427	4.7	13.2	36.6	25.1	.0333
Douglas	177,404	22,722	4.0	9.9	28.1	42.3	.0097
Ferry	32,468	13,677	7.0	16.8	32.0	13.7	.0017
Garfield	18,689	15,333	4.5	17.9	30.3	21.1	.0009
Grant	376,845	20,012	4.9	13.0	27.5	36.2	.0219

WHAT SELLS IN THE NORTHWEST?

Fisher Broadcasting knows. For two years, we've been tracking retail buying and selling in the Northwest. Brand names. Share of market. Chief shoppers. Where purchased. Media habits. And more. For all the product categories shown below. And, because the Northwest's leading retailers help us select the categories measured, we know the most about what they want to sell too.

AIRLINES
AUTOMOTIVE
Motor oil
Mufflers
Batteries
Shocks
Tires
General accessories
Tune up parts
Engine parts
Specialized equipment

CHILDREN'S APPAREL
Infant/toddlers
Boys clothing
Girls clothing
Boys/girls shoes

COSMETICS
Facial or skin treatments
Color makeups
Perfume/cologne

DOMESTICS AND LINENS
FAST FOOD RESTAURANTS
GROCERY STORES
HOME FURNISHINGS
Furniture
Rugs/carpeting
Floor covering
Draperies/curtains

HOME IMPROVEMENTS
Construction items
Paint
Electrical supplies
Shop tools
Hardware accessories
Wallpaper
Insulation/weatherstripping

JEWELRY
Watches
Fine jewelry
Costume/fashion jewelry

LAWN AND GARDEN
Plants
Outdoor power tools
Fertilizer/chemicals

MAJOR HOUSEHOLD APPLIANCES

MATTRESSES/WATERBEDS
MEN'S APPAREL
Suits
Sport coats
Dress slacks
Top coat/rainwear
Shoes
Active sportswear
Dress shirts
Basic furnishings
Casual pants/jeans
Casual shirt/top
Sweaters

PHOTOGRAPHIC EQUIPMENT
35mm camera
Pocket camera
Photographic accessories
Film
Film processing

SIT DOWN RESTAURANTS
SMALL ELECTRIC APPLIANCES

SPORTING GOODS
Athletic shoes/footwear
Ski equipment/clothing
Hunting/fishing/camping equipment
Other sporting goods

STEREO AND TAPE EQUIPMENT
TELEVISION SETS
WOMEN'S APPAREL
Active sportswear
Sportswear separates
Tops and blouses
Dresses
Jeans
Pants
Shoes/boots
Lingerie and foundations
Coat/jacket
Fashion accessories
Hosiery
Sweaters
Loungewear/sleepwear

WE'D LOVE TO SHARE!

If you're marketing in the Northwest, or seriously planning to do so, fill in the coupon below. Or call us.

☑ YES! I'd like to know more about the way my product moves in the Northwest.

Name_____ Title_____ Company_____
Type of business_____ Address_____ City_____
State/Zip_____ Phone_____

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abc

KOMO Radio and Television
(206) 223-4000

KATU Television
(503) 231-4222

Seattle
KOMO
WASHINGTON
OREGON
Portland
KATU

ASH. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

ETRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Grays Harbor	480,430	17,661	4.8	12.8	30.7	27.9	.0313
Island	304,444	17,635	6.3	15.9	29.4	28.6	.0163
Jefferson	92,284	15,897	6.1	14.3	36.2	17.3	.0059
Kittitas	156,740	14,934	6.6	15.2	28.4	21.4	.0103
Klickitat	117,107	19,219	5.1	12.7	33.6	30.7	.0058
Lewis	349,225	16,614	5.1	12.8	31.3	23.5	.0231
Lincoln	73,627	16,941	5.8	16.3	31.3	25.7	.0038
Mason	211,748	20,187	5.1	11.0	29.4	36.0	.0120
Okanogan	217,612	17,293	5.7	12.9	27.3	29.3	.0128
Pacific	103,906	13,910	6.7	15.4	29.4	17.8	.0063
Pend Oreille	48,031	14,787	5.0	13.4	30.3	19.0	.0028
San Juan	47,670	12,913	7.0	16.7	27.3	15.1	.0027
Skagit	446,811	18,416	5.3	12.0	30.6	30.0	.0285
Skamania	52,383	22,045	3.7	9.8	27.7	41.1	.0025
Stevens	170,417	14,439	7.0	15.7	25.6	22.6	.0104
Wahkiakum	22,165	15,204	6.7	15.0	34.4	16.4	.0011
Walla Walla	381,140	20,216	5.1	11.6	23.7	39.0	.0208
Whatcom	712,586	18,019	5.1	11.7	30.5	28.1	.0460
Whitman	286,037	18,431	6.2	14.3	28.3	31.8	.0152
TOTAL METRO COUNTIES	**24,750,914**	**19,870**	**4.6**	**12.3**	**30.6**	**34.2**	**1.4857**
TOTAL STATE	**31,079,904**	**19,417**	**4.8**	**12.5**	**30.4**	**32.9**	**1.8674**

WEST VIRGINIA

W.VA.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
CHARLESTON	**260.0**	**.1173**	**31.9**	**11.4**	**16.0**	**18.3**	**26.7**	**94.1**	**1,224,415**	**244,796**	**82,715**	**199,259**	**53,815**	**314,567**	**35,452**
Kanawha	226.9	.1024	32.1	11.5	15.7	18.3	27.2	82.9	1,131,908	220,678	80,495	192,278	52,249	290,949	33,015
• Charleston	66.4	.0300	35.1	11.4	14.1	17.4	32.8	26.9	563,203	80,830	37,727	144,085	20,569	135,372	14,531
Putnam	33.1	.0149	30.6	10.7	18.3	18.2	23.6	11.2	92,507	24,118	2,220	6,981	1,566	23,618	2,437
SUBURBAN TOTAL	193.6	.0873	31.0	11.4	16.7	18.6	24.7	67.2	661,212	163,966	44,988	55,174	33,246	179,195	20,921
HUNTINGTON - ASHLAND	**302.0**	**.1362**	**31.4**	**12.2**	**16.0**	**17.4**	**26.9**	**106.7**	**1,124,433**	**268,349**	**70,345**	**161,004**	**65,754**	**212,285**	**36,564**
Cabell	104.4	.0471	32.5	14.3	15.0	16.6	29.6	39.1	496,829	112,507	38,727	73,363	26,[illegible]38	90,632	18,686
• Huntington	70.5	.0318	34.2	15.5	13.2	16.2	32.7	27.9	374,101	78,374	30,095	55,022	24,891	73,427	14,962
Wayne	42.2	.0191	31.1	11.2	16.3	17.8	25.8	14.5	93,429	27,876	4,189	3,052	4,388	15,590	2,712
Boyd, Ky.	*54.9*	*.0247*	*31.8*	*11.4*	*16.1*	*17.9*	*26.9*	*19.1*	*264,438*	*50,898*	*13,607*	*58,611*	*15,605*	*49,960*	*7,403*
• *Ashland*	*29.4*	*.0133*	*35.3*	*9.8*	*14.3*	*18.3*	*32.0*	*10.9*	*238,003*	*45,405*	*12,068*	*55,772*	*13,570*	*47,414*	*6,758*
Greenup, Ky.	*36.9*	*.0166*	*29.6*	*11.2*	*17.9*	*18.3*	*22.2*	*11.9*	*72,853*	*27,241*	*3,998*	*3,623*	*3,001*	*14,759*	*1,541*
Lawrence, Ohio	*63.6*	*.0287*	*30.7*	*11.1*	*16.3*	*17.2*	*25.7*	*22.1*	*196,884*	*49,827*	*9,824*	*22,355*	*14,322*	*41,344*	*6,222*
SUBURBAN TOTAL	202.1	.0911	30.2	11.5	17.2	17.6	24.1	67.9	512,329	144,570	28,182	50,210	27,293	91,444	14,844
PARKERSBURG - MARIETTA	**159.0**	**.0717**	**31.0**	**11.9**	**17.2**	**16.6**	**26.5**	**55.0**	**698,039**	**158,620**	**45,323**	**123,477**	**28,715**	**136,795**	**18,425**
Wirt	5.1	.0023	34.0	9.4	14.8	13.9	34.7	1.7	5,792	920	181	421	18	1,163	
Wood	92.8	.0419	31.2	11.4	18.0	17.0	26.2	32.5	450,891	89,233	27,436	98,088	19,159	97,751	10,280
• Parkersburg	41.9	.0189	33.2	12.1	16.0	16.2	30.8	15.5	312,836	73,416	18,471	45,853	10,074	86,944	8,220
Washington, Ohio	*61.1*	*.0275*	*30.4*	*12.9*	*16.2*	*16.3*	*26.2*	*20.8*	*241,356*	*68,467*	*17,706*	*24,968*	*9,538*	*37,881*	*8,145*
• *Marietta*	*16.2*	*.0073*	*31.3*	*19.4*	*11.3*	*15.4*	*30.5*	*5.7*	*140,602*	*36,158*	*11,637*	*20,381*	*6,024*	*19,942*	*5,791*
SUBURBAN TOTAL	100.9	.0455	30.2	10.7	18.7	16.9	24.1	33.8	244,601	49,046	15,215	57,243	12,617	29,909	4,414
STEUBENVILLE - WEIRTON	**161.4**	**.0728**	**32.8**	**11.4**	**14.6**	**18.2**	**28.6**	**56.0**	**549,455**	**143,214**	**39,774**	**87,290**	**23,328**	**91,212**	**18,022**
Brooke	30.3	.0137	32.6	11.4	15.5	19.1	27.3	10.5	68,396	17,177	7,380	1,940	4,340	18,514	3,546
Hancock	39.3	.0177	32.3	10.4	15.5	19.1	26.7	13.4	130,928	41,476	9,992	20,591	5,070	18,093	4,843
• Weirton	25.1	.0113	33.7	10.1	14.1	19.8	28.4	8.6	130,546	40,200	9,855	20,542	5,371	18,913	4,898
Jefferson, Ohio	*91.8*	*.0414*	*33.1*	*11.7*	*14.2*	*17.5*	*29.8*	*32.1*	*350,131*	*84,561*	*22,402*	*64,759*	*13,918*	*54,605*	*9,633*
• *Steubenville*	*30.4*	*.0137*	*36.6*	*13.9*	*12.1*	*16.1*	*35.7*	*11.7*	*216,348*	*35,152*	*12,097*	*51,972*	*11,455*	*34,240*	*7,369*
SUBURBAN TOTAL	105.9	.0478	31.8	10.9	15.6	18.4	26.6	35.7	202,561	67,862	17,822	14,776	6,502	38,059	5,755

WASHINGTON STATE
OPEN BOOK QUIZ
(Reference to S&MM data encouraged.)
What major city in Washington has:
1. The highest median EBI?
2. The fourth largest population?
3. The fourth largest total in retail sales?
What newspaper covers this area and:
4. Has a circulation of 72,000 daily?

ANSWERS
1. Bellevue
2. Bellevue
3. Bellevue
4. Journal-American

FOR MORE INFORMATION CALL:
(206) 453-4270
OR WRITE:
Journal American
P.O. BOX 310
BELLEVUE, WA. 98009

W.VA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
WHEELING	**183.1**	**.0825**	**34.4**	**11.9**	**13.5**	**16.8**	**32.4**	**66.6**	**695,099**	**162,380**	**62,152**	**99,889**	**40,871**	**136,171**	**19,00**
Marshall	41.1	.0185	32.7	11.0	15.7	17.7	28.7	14.4	136,980	37,163	8,849	28,816	7,461	24,117	4,26
Ohio	58.7	.0265	34.5	14.2	12.7	16.3	33.0	21.8	290,158	40,753	28,255	41,833	28,716	63,072	8,19
• Wheeling	43.7	.0197	37.1	11.9	11.8	17.0	35.4	17.0	268,181	38,870	25,118	41,682	26,803	58,526	8,19
Belmont, Ohio	*83.3*	*.0375*	*35.3*	*10.7*	*13.2*	*16.7*	*33.7*	*30.4*	*267,961*	*84,464*	*25,048*	*29,240*	*4,694*	*48,982*	*6,53*
SUBURBAN TOTAL	139.4	.0628	33.7	11.9	14.2	16.7	31.4	49.6	426,918	123,510	37,034	58,207	14,068	77,645	10,80
OTHER COUNTIES															
Barbour	17.5	.0079	33.5	12.1	13.2	14.5	33.5	6.0	30,846	8,791	2,111	995	1,111	6,168	86
Berkeley	42.6	.0193	31.7	10.9	16.0	17.0	27.8	14.7	131,903	37,763	8,328	14,038	3,841	25,852	5,61
Boone	29.5	.0133	30.2	10.7	13.7	16.5	26.9	9.8	75,214	25,510	2,970	7,982	4,404	11,094	2,17
Braxton	13.4	.0060	35.0	10.0	12.7	14.8	35.2	4.6	35,794	10,979	1,554	2,169	1,053	7,582	964
Calhoun	8.4	.0038	33.6	9.9	12.8	14.9	33.4	2.8	16,834	5,414	638	1,678	480	2,844	63
Clay	10.8	.0049	30.2	9.7	13.1	14.5	29.2	3.5	13,308	5,886	466	1,557	152	1,504	149
Doddridge	7.2	.0032	37.1	8.9	12.1	14.9	37.2	2.8	7,442	2,800	251	417	848	455	229
Fayette	56.6	.0256	33.5	10.8	10.4	15.8	32.7	19.1	159,939	41,776	7,258	10,828	7,508	39,624	6,868
Gilmer	8.2	.0037	29.6	19.7	12.3	13.2	30.2	2.8	11,385	4,620	665	804	248	2,347	459
Grant	9.5	.0043	31.9	10.5	16.1	16.1	28.9	3.1	21,208	6,468	1,676	867	486	3,615	281
Greenbrier	35.1	.0158	34.0	10.3	14.0	16.6	32.0	12.1	134,209	35,436	6,258	14,182	2,830	32,080	3,984
Hampshire	15.2	.0069	32.7	10.4	13.9	16.8	30.0	5.2	28,088	6,305	1,108	1,651	1,072	6,630	888
Hardy	9.5	.0043	34.0	10.6	14.0	16.7	31.9	3.5	24,217	9,408	1,073	580	458	3,915	
Harrison	77.7	.0350	34.7	10.6	14.0	16.9	32.6	28.5	275,385	64,226	19,215	25,981	14,956	78,483	8,427
Jackson	24.8	.0112	31.2	8.8	17.8	19.7	23.6	8.0	79,868	24,823	2,587	5,683	1,544	12,451	3,456
Jefferson	27.3	.0'24	30.1	14.9	16.6	15.9	26.0	9.2	65,175	16,574	8,409	979	3,455	10,633	5,955
Lewis	18.8	.0084	36.5	9.7	13.8	15.5	36.0	6.5	49,714	15,361	3,130	5,284	3,168	7,392	1,774
Lincoln	22.3	.0101	29.6	10.8	14.8	15.0	27.0	7.1	34,232	11,337	1,336	2,571	430	10,610	599
Logan	49.8	.0225	29.3	10.4	12.3	17.6	25.3	16.0	171,336	48,880	6,144	17,180	6,901	32,663	5,812
McDowell	51.5	.0232	28.9	10.6	11.8	15.9	26.9	16.2	126,545	38,421	5,373	8,722	6,313	27,112	2,421
Marion	66.2	.0299	34.4	12.6	13.6	16.6	32.5	24.5	272,424	61,380	13,246	68,744	11,729	46,178	7,296
Mason	26.4	.0120	31.3	10.5	16.3	18.1	25.9	8.7	60,153	16,133	2,383	4,982	1,707	14,080	3,012
Mercer	68.7	.0310	32.1	12.8	13.4	16.5	29.6	24.3	290,221	65,262	20,049	35,067	16,810	60,971	8,207
Mineral	26.3	.0118	31.7	11.9	16.0	16.6	28.1	9.1	43,504	10,089	2,886	4,981	2,089	8,270	1,034
Mingo	37.3	.0169	28.0	10.7	12.2	16.1	25.4	11.4	153,819	46,971	3,145	11,456	14,127	34,673	4,478
Monongalia	70.0	.0316	25.5	27.4	15.1	13.4	22.2	23.8	263,088	60,648	18,743	37,629	16,679	33,067	9,764
Monroe	13.6	.0061	34.8	10.4	14.6	16.0	33.7	4.3	14,669	3,247	138	1,333	894	4,246	807
Morgan	9.6	.0043	33.3	10.4	15.0	17.5	29.9	3.5	15,417	2,397	1,939	108	1,086	1,188	1,043
Nicholas	26.7	.0121	30.8	9.8	14.0	16.9	27.2	9.0	98,889	26,578	3,581	13,414	1,531	22,091	1,683
Pendleton	7.4	.0033	35.6	9.7	13.5	16.2	34.4	2.7	15,503	4,957	1,071	1,385	177	4,736	
Pleasants	8.1	.0037	32.0	10.6	15.4	16.6	28.8	2.5	16,641	4,87	726	263	177	5,823	508
Pocahontas	9.4	.0042	39.2	8.2	12.9	15.0	39.2	3.4	22,288	7,169	998	839	183	7,097	538
Preston	28.7	.0130	32.1	10.3	14.5	16.1	29.6	9.7	64,378	16,254	2,111	4,740	1,339	18,934	1,885
Raleigh	84.5	.0381	32.2	10.8	12.6	16.6	29.8	29.0	393,446	90,882	15,309	60,809	21,664	83,955	11,032
Randolph	27.3	.0124	31.8	13.1	14.7	14.6	30.6	9.4	104,285	24,514	4,851	14,779	2,881	24,433	3,844
Ritchie	10.6	.0047	35.2	9.3	14.0	13.9	36.3	4.1	21,821	6,747	394	1,049	1,039	8,040	744
Roane	15.6	.0071	35.6	9.4	13.4	15.7	35.0	5.3	32,194	9,636	1,453	2,470	294	8,646	2,146
Summers	14.9	.0067	36.3	9.2	11.6	16.4	35.0	5.6	30,009	10,919	2,466	2,190	1,385	4,873	624
Taylor	15.3	.0069	34.8	9.4	14.0	16.3	33.5	5.8	35,075	10,095	2,817	3,098	1,661	5,830	1,414
Tucker	8.1	.0037	34.8	9.2	14.8	14.8	34.8	2.9	14,409	5,542	1,280	375	267	2,811	428
Tyler	10.6	.0047	33.4	9.4	16.0	16.0	31.4	3.8	21,263	5,753	836	1,537	40	4,986	548
Upshur	24.1	.0109	29.8	16.7	13.3	14.0	29.1	8.3	68,938	18,642	4,410	7,773	1,970	16,389	1,782
Webster	11.1	.0050	31.8	9.7	13.0	14.6	31.3	3.8	26,124	5,478	808	3,143	507	5,112	680
Wetzel	21.4	.0096	32.1	10.0	16.3	17.0	28.3	7.3	78,408	24,455	4,859	9,749	3,593	13,882	3,082
Wyoming	33.6	.0152	27.1	11.8	14.2	17.6	21.2	10.3	83,441	27,417	1,424	9,137	3,775	19,975	1,427
TOTAL METRO COUNTIES	**673.9**	**.3041**	**32.1**	**12.0**	**15.7**	**17.7**	**27.8**	**242.0**	**2,897,818**	**611,901**	**20[illegible],724**	**467,363**	**151,405**	**643,499**	**87,985**
TOTAL STATE	**1,885.1**	**.8508**	**31.9**	**12.0**	**14.5**	**16.7**	**28.8**	**656.0**	**6,630,867**	**1,598,719**	**400,197**	**892,561**	**320,267**	**1,426,839**	**207,553**

W.VA.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group:
(A) $8,000–$9,999
(B) $10,000–$14,999
(C) $15,000–$24,999
(D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
CHARLESTON	**2,049,904**	**19,782**	**4.7**	**11.5**	**28.2**	**34.9**	**.1282**
Kanawha	1,845,250	20,178	4.8	11.4	27.0	36.5	.1158
• Charleston	644,492	19,993	5.1	11.6	21.6	39.5	.0449
Putnam	204,654	17,718	4.6	12.5	36.8	23.0	.0124
SUBURBAN TOTAL	1,405,412	19,727	4.6	11.5	30.8	33.0	.0833
HUNTINGTON - ASHLAND	**1,994,607**	**16,212**	**5.9**	**14.3**	**28.5**	**25.2**	**.1269**
Cabell	776,531	16,869	6.0	13.3	26.7	28.8	.0502
• Huntington	545,654	15,758	6.4	13.6	24.3	27.8	.0359
Wayne	234,987	14,263	6.9	14.8	29.0	18.7	.0143
Boyd, Ky.	*410,065*	*19,401*	*5.1*	*12.2*	*27.2*	*34.0*	*.0265*
• Ashland	*238,181*	*19,426*	*5.2*	*12.2*	*24.2*	*35.9*	*.0181*
Greenup, Ky.	*245,612*	*19,136*	*5.1*	*11.8*	*30.6*	*31.4*	*.0135*

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group:
(A) $8,000–$9,999
(B) $10,000–$14,999
(C) $15,000–$24,999
(D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Lawrence, Ohio	*327,412*	*13,402*	*6.2*	*18.9*	*31.6*	*12.0*	*.0224*
SUBURBAN TOTAL	1,210,772	16,018	5.8	14.9	30.9	22.4	.0729
PARKERSBURG - MARIETTA	**1,078,522**	**18,026**	**4.6**	**13.8**	**32.0**	**28.0**	**.0713**
Wirt	21,563	10,259	7.9	16.6	24.7	9.6	.0013
Wood	690,348	19,744	4.1	11.5	31.5	33.7	.0451
• Parkersburg	323,178	18,809	4.9	12.2	29.5	32.0	.0243
Washington, Ohio	*366,611*	*16,107*	*5.0*	*17.3*	*33.6*	*20.4*	*.0249*
• Marietta	*105,475*	*15,378*	*5.7*	*16.8*	*27.6*	*23.7*	*.0095*
SUBURBAN TOTAL	649,869	18,093	4.2	14.0	34.1	26.8	.0375
STEUBENVILLE - WEIRTON	**1,238,395**	**21,070**	**4.2**	**10.7**	**31.8**	**36.4**	**.0713**
Brooke	259,259	23,548	3.7	9.6	27.6	45.4	.0130
Hancock	326,233	23,561	3.8	9.5	28.6	45.1	.0180

W.VA. (cont.)
ESTIMATES

SS EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
• Weirton	219,539	24,227	3.3	8.0	29.2	47.[illegible]	.0135
Jefferson, Ohio	*662,903*	*19,562*	*4.5*	*11.5*	*34.4*	*29.9*	*.0403*
• *Steubenville*	*239,846*	*18,383*	*5.1*	*11.5*	*29.0*	*29.4*	*.0175*
SUBURBAN TOTAL	779,010	21,098	4.1	11.0	33.4	36.1	.0403
WHEELING	**1,302,271**	**17,849**	**5.1**	**13.2**	**32.4**	**26.8**	**.0802**
Marshall	283,354	18,934	4.8	12.5	34.4	28.1	.0171
Ohio	472,130	18,592	5.0	12.4	28.6	31.5	.0297
• Wheeling	356,821	17,628	5.4	12.9	27.0	30.1	.0240
Belmont, Ohio	*546,787*	*16,909*	*5.3*	*14.2*	*34.0*	*22.7*	*.0334*
SUBURBAN TOTAL	945,450	17,909	5.0	13.4	34.0	25.7	.0562
OTHER COUNTIES							
Barbour	83,986	11,013	9.6	17.0	24.8	12.7	.0052
Berkeley	273,516	16,455	5.7	16.2	31.8	23.3	.0168
Boone	145,229	12,597	7.8	15.3	28.8	14.5	.0098
Braxton	62,476	9,225	[illegible].5	13.0	20.7	13.5	.0043
Calhoun	45,706	11,653	6.2	14.2	22.2	19.1	.0028
Clay	46,199	10,434	8.1	16.3	23.0	12.4	.0028
Doddridge	27,330	8,043	7.1	22.1	16.8	4.2	.0018
Fayette	268,328	11,503	8.4	15.7	26.2	13.1	.0187
Gilmer	33,029	8,203	8.7	16.6	17.7	7.9	.0023
Grant	43,201	11,326	8.3	18.9	22.6	13.9	.0028
Greenbrier	227,970	15,872	5.9	15.5	27.0	25.8	.0147
Hampshire	72,591	12,113	9.1	20.9	27.3	11.5	.0047
Hardy	43,809	10,307	9.2	21.2	21.7	8.4	.0030
Harrison	466,552	14,762	6.6	16.6	32.4	16.8	.0307
Jackson	136,768	16,811	6.1	11.6	36.8	19.7	.0092
Jefferson	158,286	15,126	7.0	17.9	30.4	20.0	.0095
Lewis	88,282	10,978	9.2	18.8	24.4	10.8	.0061

ESTIMATES

SS EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Lincoln	96,026	10,295	6.8	13.0	23.3	14.6	.0061
Logan	270,951	15,050	6.7	13.4	28.8	21.4	.0187
McDowell	267,424	13,767	7.5	13.8	26.1	20.9	.0172
Marion	447,958	16,954	5.8	13.7	30.6	25.4	.0290
Mason	146,079	15,377	5.9	14.3	28.8	22.4	.0090
Mercer	507,109	17,632	5.6	13.6	25.7	31.0	.0316
Mineral	135,136	13,971	6.2	17.8	32.7	13.4	.0079
Mingo	188,467	12,453	6.8	13.7	21.4	22.7	.0144
Monongalia	450,432	16,089	6.7	15.3	28.7	24.5	.0291
Monroe	56,705	11,060	5.6	19.4	22.9	11.3	.0036
Morgan	56,031	14,814	7.1	15.2	31.4	17.8	.0031
Nicholas	150,732	15,246	6.0	11.9	28.8	21.9	.0104
Pendleton	34,777	9,918	7.9	18.1	22.1	9.5	.0022
Pleasants	51,102	18,556	5.2	10.9	28.3	31.3	.0029
Pocahontas	45,762	11,220	7.9	19.3	24.7	11.0	.0030
Preston	166,861	14,481	6.7	16.9	25.5	22.8	.0100
Raleigh	51[illegible]2	14,817	7.3	15.2	27.2	22.3	.0367
Randolph	156,466	13,680	7.1	16.8	27.3	18.5	.0110
Ritchie	53,968	11,145	6.8	17.7	25.9	10.1	.0032
Roane	84,814	13,034	7.3	16.1	26.6	17.8	.0052
Summers	69,933	9,498	8.0	13.9	22.2	12.0	.0045
Taylor	77,729	11,862	7.3	18.7	27.5	10.6	.0049
Tucker	32,662	9,352	9.9	19.7	19.8	7.3	.0023
Tyler	65,817	15,011	5.9	15.2	27.0	23.1	.0037
Upshur	107,633	10,161	8.0	17.1	22.9	10.5	.0078
Webster	50,200	9,611	8.4	16.1	18.3	14.1	.0034
Wetzel	112,590	14,309	5.5	14.9	31.5	15.9	.0080
Wyoming	170,625	15,964	6.4	13.1	34.7	18.0	.0110
TOTAL METRO COUNTIES	**5,114,309**	**19,109**	**4.9**	**12.0**	**28.8**	**32.9**	**.3169**
TOTAL STATE	**11,904,218**	**15,801**	**6.2**	**14.2**	**28.0**	**24.3**	**.7620**

S&MM'S FOUR SURVEY ISSUES

Each year Sales & Marketing Management publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

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The Leader-Telegram is published daily (except Sun.) and delivered within a 50-mile radius of Eau Claire with a daily circulation of 34,500 papers. The Leader-Telegram offers in-depth news from around the world and our own immmediate area.

The Country Today is a rural oriented newspaper published each Wednesday to 100% of farm households within a 13-county area (17,000 farm households). The Country Today offers the latest in agri-business news.

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Mother tree
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WISCONSIN

WISC. SMM ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
APPLETON - OSHKOSH	**295.9**	**.1336**	**28.6**	**14.8**	**16.4**	**15.6**	**23.8**	**96.5**	**1,136,870**	**234,754**	**108,216**	**145,152**	**51,094**	**237,114**	**29,068**
Calumet	29.1	.0132	28.1	11.9	16.5	15.4	23.2	9.0	75,638	22,262	11,588	2,080	2,072	19,000	1,638
Outagamie	130.9	.0591	27.8	13.8	16.4	15.6	22.5	42.1	612,289	125,432	46,714	98,334	29,737	145,042	11,484
• Appleton	65.6	.0296	29.0	14.6	16.0	15.9	24.4	22.8	283,338	64,723	15,573	58,987	18,561	32,422	7,348
Winnebago	135.9	.0613	29.4	16.3	16.2	15.7	25.3	45.4	448,943	87,060	49,914	44,738	19,285	73,072	15,946
• Oshkosh	50.5	.0228	28.0	23.9	14.3	13.5	26.5	17.6	258,052	47,057	24,340	38,331	9,453	36,046	8,804
SUBURBAN TOTAL	179.8	.0812	28.5	12.3	17.0	16.1	22.9	56.1	595,480	122,974	58,303	47,834	23,080	168,646	12,914
DULUTH - SUPERIOR	**266.1**	**.1202**	**31.8**	**13.5**	**13.3**	**15.5**	**30.1**	**97.9**	**1,108,633**	**233,023**	**97,138**	**158,820**	**47,910**	**160,871**	**29,006**
Douglas	45.7	.0207	31.6	14.3	13.4	14.4	31.1	17.0	153,148	30,708	18,557	11,170	2,982	22,726	4,084
• Superior	30.8	.0139	31.5	15.9	13.3	14.0	31.3	11.7	126,616	24,933	12,856	10,557	2,738	22,543	4,084
St. Louis, Minn.	*220.4*	*.0995*	*31.8*	*13.3*	*13.3*	*15.8*	*29.9*	*80.9*	*955,485*	*202,315*	*78,581*	*147,650*	*44,928*	*138,145*	*24,922*
• Duluth	*97.0*	*.0438*	*31.6*	*15.7*	*13.4*	*14.9*	*30.6*	*37.8*	*467,232*	*88,631*	*48,149*	*107,499*	*26,376*	*53,242*	*13,557*
SUBURBAN TOTAL	138.3	.0625	31.9	11.4	13.1	16.3	29.6	48.4	514,785	119,459	36,133	40,764	18,796	85,086	11,365
EAU CLAIRE	**126.4**	**.0570**	**28.5**	**17.0**	**13.8**	**14.7**	**26.3**	**42.0**	**554,470**	**88,804**	**58,252**	**91,420**	**19,072**	**105,746**	**15,045**
Chippewa	49.8	.0224	29.9	11.6	14.2	15.3	27.4	16.0	173,003	30,717	13,050	6,347	4,390	54,305	3,905
Eau Claire	76.6	.0346	27.6	20.5	13.7	14.2	25.6	26.0	381,467	58,087	45,202	85,073	14,682	51,441	11,140
• Eau Claire	50.5	.0228	27.0	24.4	12.9	13.2	26.5	17.7	373,696	56,237	42,925	85,010	14,233	49,315	10,760
SUBURBAN TOTAL	75.9	.0342	29.4	12.0	14.6	15.6	26.2	24.3	180,774	32,567	15,327	6,410	4,839	56,431	4,285
GREEN BAY	**180.0**	**.0812**	**27.6**	**14.2**	**17.1**	**15.4**	**21.9**	**57.1**	**789,660**	**151,250**	**73,486**	**143,001**	**43,470**	**154,152**	**17,482**
Brown	180.0	.0812	27.6	14.2	17.1	15.4	21.9	57.1	789,660	151,250	73,486	143,001	43,470	154,152	17,482
• Green Bay	91.5	.0413	28.9	14.7	16.4	15.6	24.4	31.7	535,729	101,108	43,793	109,877	28,859	89,822	14,998
SUBURBAN TOTAL	88.5	.0399	26.4	13.7	17.9	15.2	19.4	25.4	253,931	50,142	29,693	33,124	14,611	64,330	2,484

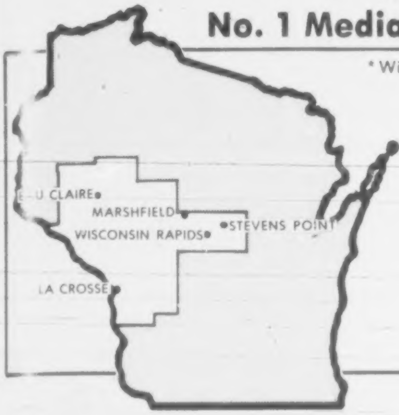
Five daily insertions in the Green Bay Press-Gazette reach

89.8% of all adults (18+) in the Green Bay SMSA

with an average frequency of 4.1 times, according to Copley International Corp., La Jolla, CA. Five insertions in the Sunday Press-Gazette reach 93.5% of this sales-rich market. After all, 8 out of 10 metro area families subscribe. Represented by Gannett Newspaper Advertising sales.

GREEN BAY
PRESS-GAZETTE

59,000 daily 71,000 Sunday



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THE WISCONSIN NEWSPAPER GROUP

Eau Claire/LaCrosse/Marshfield/Stevens Point/Wisconsin Rapids
Represented by Branham Newspaper Sales, Inc.

WISC. (cont.) S&MM ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
JANESVILLE - BELOIT	**136.4**	**.0615**	**29.5**	**12.8**	**17.4**	**16.4**	**24.0**	**46.4**	**614,625**	**134,451**	**53,043**	**109,136**	**22,833**	**106,206**	**15,992**
Rock	136.4	.0615	29.5	12.8	17.4	16.4	24.0	46.4	614,625	134,451	53,043	109,136	22,833	106,206	15,992
• Beloit	35.2	.0159	29.6	14.7	16.2	16.3	25.0	12.5	189,293	44,311	16,063	33,401	6,007	40,422	6,004
• Janesville	51.1	.0231	28.8	11.5	19.2	16.3	21.9	17.7	335,734	67,509	28,218	75,086	14,849	52,340	8,282
SUBURBAN TOTAL	50.1	.0225	30.1	12.7	16.5	16.6	25.3	16.2	89,598	22,631	8,762	649	1,977	13,444	1,706
KENOSHA	**127.8**	**.0577**	**30.1**	**12.8**	**17.1**	**16.6**	**25.1**	**44.0**	**382,456**	**94,624**	**44,954**	**51,962**	**14,549**	**51,967**	**8,227**
Kenosha	127.8	.0577	30.1	12.8	17.1	16.6	25.1	44.0	382,456	94,624	44,954	51,962	14,549	51,967	8,227
• Kenosha	86.4	.0390	30.3	13.3	16.9	16.1	25.9	30.1	290,513	70,920	30,590	49,821	12,603	46,635	7,137
SUBURBAN TOTAL	41.4	.0187	29.9	11.7	17.3	17.5	23.7	13.9	91,943	23,704	14,364	2,141	1,946	5,332	1,090
LA CROSSE	**90.6**	**.0409**	**29.0**	**17.9**	**14.3**	**14.6**	**26.8**	**31.2**	**434,545**	**74,933**	**52,689**	**65,774**	**21,884**	**79,060**	**12,010**
La Crosse	90.6	.0409	29.0	17.9	14.3	14.6	26.8	31.2	434,545	74,933	52,689	65,774	21,884	79,060	12,010
• La Crosse	49.3	.0222	29.0	20.9	12.8	13.5	28.9	17.8	361,125	55,761	44,129	64,736	21,040	65,189	8,355
SUBURBAN TOTAL	41.3	.0187	28.9	14.4	16.4	15.9	24.1	13.4	73,420	19,172	8,560	1,038	844	13,871	3,655
MADISON	**325.5**	**.1469**	**26.4**	**21.9**	**19.1**	**14.4**	**19.1**	**118.3**	**1,537,137**	**255,893**	**171,003**	**191,858**	**88,507**	**289,103**	**35,540**
Dane	325.5	.1469	26.4	21.9	19.1	14.4	19.1	118.3	1,537,137	255,893	171,003	191,858	88,507	289,103	35,540
• Madison	174.2	.0786	25.0	27.4	18.8	13.2	18.1	65.3	988,051	124,980	118,821	178,307	67,704	184,611	27,216
SUBURBAN TOTAL	151.3	.0683	27.8	15.4	19.6	15.6	20.4	53.0	549,086	130,913	52,182	13,551	20,803	104,492	8,324
△ MANITOWOC - TWO RIVERS	**84.9**	**.0383**	**31.4**	**11.9**	**14.9**	**15.9**	**28.7**	**28.8**	**270,446**	**60,794**	**25,971**	**47,135**	**8,871**	**62,332**	**7,749**
Manitowoc	84.9	.0383	31.4	11.9	14.9	15.9	28.7	28.8	270,446	60,794	25,971	47,135	8,871	62,332	7,749
• Manitowoc	33.3	.0150	33.5	12.3	14.0	15.5	32.4	12.5	176,443	29,822	15,203	45,507	4,522	40,624	5,301
• Two Rivers	13.8	.0062	32.1	12.6	14.9	16.4	29.2	5.0	50,534	17,604	5,104	913	2,095	9,921	2,212
SUBURBAN TOTAL	37.8	.0171	29.4	11.3	15.5	16.1	25.3	11.3	43,469	13,368	5,664	715	2,254	11,787	236

IN WISCONSIN
Madison outspends Milwaukee

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PER HOUSEHOLD RETAIL SALES

Madison S.M.S.A.	U.S. Rank	Milwaukee S.M.S.A.	U.S. Rank
$13,000	83rd	$12,600	116th

	Total Circulation	Adult Readers Per Copy	Total Adult Readers
Daily	109,978	2.0	220,000
Sunday	127,830	2.3	294,000

Madison Newspapers, inc.

Sources: Publisher's Statement 6-Month Average Period Ending 3/31/80, Belden Associates 1978 Madison Market Study, 1980 S&MM Survey of Buying Power

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
MILWAUKEE	**1,413.4**	**.6378**	**30.4**	**12.9**	**16.8**	**17.4**	**24.8**	**493.0**	**6,191,419**	**1,347,122**	**606,716**	**875,998**	**306,979**	**1,167,996**	**183,27**
Milwaukee	965.6	.4358	30.9	13.9	16.3	16.4	26.9	355.1	4,398,959	913,175	467,256	673,358	230,858	752,016	131,72
• Milwaukee	616.4	.2782	30.6	15.0	16.2	15.6	27.2	233.2	2,366,873	551,079	305,703	280,723	139,515	347,781	73,8
Wauwatosa	50.6	.0228	36.6	9.6	14.0	17.2	34.6	17.8	525,941	37,722	35,830	108,188	29,338	96,082	9,2
West Allis	65.1	.0294	32.2	13.1	16.3	16.4	29.1	24.6	367,229	85,041	35,781	35,136	24,253	83,662	10,74
Ozaukee	71.3	.0321	29.5	10.3	17.6	19.1	21.2	22.0	224,641	50,659	20,924	2,148	8,399	58,064	5,35
Washington	85.0	.0384	28.4	11.2	18.2	16.6	21.3	26.8	287,110	69,280	24,416	24,563	15,640	39,414	8,70
Waukesha	291.5	.1315	29.6	10.6	17.7	20.6	19.8	89.1	1,280,709	314,008	94,110	175,929	52,082	318,502	37,49
SUBURBAN TOTAL	797.0	.3596	30.2	11.3	17.1	18.9	22.9	259.8	3,824,546	796,043	301,013	595,275	167,464	820,215	109,46
MILWAUKEE - RACINE CONSOLIDATED AREA	***1,591.9***	***.7184***	***30.3***	***12.8***	***16.8***	***17.4***	***24.6***	***555.5***	***6,818,606***	***1,503,500***	***664,838***	***948,860***	***337,322***	***1,280,627***	***200,931***
RACINE	**178.5**	**.0806**	**29.5**	**12.2**	**17.2**	**17.0**	**23.5**	**62.5**	**627,187**	**156,378**	**58,122**	**72,862**	**30,343**	**112,631**	**17,654**
Racine	178.5	.0806	29.5	12.2	17.2	17.0	23.5	62.5	627,187	156,378	58,122	72,862	30,343	112,631	17,654
• Racine	99.5	.0449	30.3	12.6	16.7	16.2	25.9	37.3	368,957	93,029	33,004	65,008	16,660	43,656	12,53
SUBURBAN TOTAL	79.0	.0357	28.5	11.7	17.6	18.0	20.6	25.2	258,230	63,349	25,118	7,854	13,683	68,975	5,11
△ **SHEBOYGAN**	**102.3**	**.0462**	**31.7**	**12.0**	**15.1**	**15.7**	**29.3**	**36.4**	**368,253**	**89,480**	**31,180**	**65,222**	**10,372**	**65,912**	**11,540**
Sheboygan	102.3	.0462	31.7	12.0	15.1	15.7	29.3	36.4	368,253	89,480	31,180	65,222	10,372	65,912	11,540
• Sheboygan	50.0	.0226	33.1	11.9	14.8	15.3	31.9	18.8	254,695	63,350	17,247	55,165	7,284	44,577	9,89
SUBURBAN TOTAL	52.3	.0236	30.4	12.2	15.5	16.1	26.8	17.6	113,558	26,130	13,933	10,057	3,088	21,335	1,644
△ **WAUSAU**	**110.5**	**.0499**	**29.7**	**11.7**	**15.9**	**16.1**	**25.5**	**36.6**	**403,918**	**89,860**	**34,193**	**53,313**	**17,238**	**74,572**	**7,476**
Marathon	110.5	.0499	29.7	11.7	15.9	16.1	25.5	36.6	403,918	89,860	34,193	53,313	17,238	74,572	7,476
• Wausau	34.1	.0154	33.4	12.8	13.4	16.4	31.5	12.9	203,725	31,353	12,959	45,785	10,050	37,664	5,94
SUBURBAN TOTAL	76.4	.0345	28.4	11.2	17.2	15.9	22.8	23.7	200,193	58,507	21,234	7,528	7,188	36,908	1,533
OTHER COUNTIES															
Adams	12.3	.0055	36.3	8.4	12.4	14.5	36.7	4.6	22,149	4,801	3,059	784	694	5,025	265
Ashland	16.7	.0076	34.1	12.3	11.9	13.7	35.2	6.2	75,174	19,141	5,656	5,999	2,028	12,334	1,928
Barron	38.9	.0175	33.5	9.9	12.7	14.9	33.1	13.9	137,834	26,613	13,512	13,540	3,891	29,979	3,229
Bayfield	13.7	.0062	36.9	8.8	12.3	13.8	37.9	5.2	26,206	6,337	6,813	801	60	1,168	481
Buffalo	14.6	.0066	33.4	9.7	13.7	15.4	32.4	4.8	33,466	3,989	4,432	3,066	3,569	6,897	968
Burnett	12.4	.0056	40.4	7.1	11.6	14.2	40.9	4.5	32,390	10,574	5,172	1,176	193	2,686	1,023
Clark	33.7	.0152	33.3	8.2	12.6	14.8	33.0	11.4	88,853	17,355	8,074	2,651	2,286	18,516	1,666
Columbia	43.6	.0197	32.5	10.2	14.9	15.7	30.5	15.5	159,353	37,410	16,665	3,261	3,694	33,802	4,631
Crawford	16.7	.0076	33.4	9.1	12.8	15.0	33.0	5.7	59,343	13,236	4,956	6,550	3,088	14,653	965
Dodge	75.4	.0340	31.6	10.9	15.6	16.2	28.5	25.3	191,994	50,678	15,868	19,348	5,956	34,205	4,089
Door	24.3	.0109	34.9	9.3	12.4	14.4	35.5	9.0	101,511	23,418	16,003	8,988	911	18,874	1,703
Dunn	34.6	.0156	26.7	23.4	12.5	12.9	26.8	11.2	103,794	20,691	12,611	10,995	2,746	21,659	3,699
Florence	4.3	.0019	35.4	8.7	12.8	15.8	34.7	1.4	6,316	770	1,905			1,586	117
Fond du Lac	90.4	.0408	29.5	14.0	15.1	15.5	26.2	29.6	332,391	63,845	34,950	54,576	14,979	57,997	14,762
Forest	8.8	.0040	32.5	8.6	12.5	14.4	32.5	3.0	16,365	3,307	2,056	289	32	3,522	446
Grant	51.4	.0232	27.7	16.7	13.5	14.1	26.1	16.3	175,575	41,308	19,502	9,059	5,544	37,004	4,314
Green	30.7	.0138	32.2	10.8	14.4	15.6	30.3	11.1	218,559	23,566	12,254	9,406	8,294	34,984	3,495
Green Lake	18.2	.0082	35.0	10.4	13.7	15.5	34.4	6.8	85,644	16,309	6,593	11,482	2,262	26,650	1,336
Iowa	19.4	.0088	31.2	10.3	13.0	15.6	29.5	6.6	56,891	14,388	6,457	949	2,957	15,589	996
Iron	6.6	.0030	41.7	8.6	10.2	15.2	41.6	2.8	20,009	3,405	3,932	1,371	34	1,180	505
Jackson	16.0	.0072	33.2	9.6	13.0	14.7	32.9	5.8	59,642	13,026	4,499	2,960	1,059	9,512	1,817
Jefferson	67.6	.0305	30.3	14.4	15.8	15.0	27.6	22.7	217,613	56,504	28,412	23,778	8,089	36,279	5,437
Juneau	[illegible]	.0090	33.1	9.3	13.6	14.9	32.5	7.3	80,568	15,045	8,785	3,992	1,476	11,609	1,882
Kewaunee	20.0	.0090	30.7	11.9	13.9	14.7	29.3	6.7	54,178	13,092	4,712	3,046	2,916	8,009	771
Lafayette	17.7	.0080	31.0	10.2	13.0	15.8	28.9	5.9	28,277	7,998	2,952	403	415	7,706	546
Langlade	20.1	.0090	33.2	10.1	12.4	14.4	33.4	7.2	80,689	20,353	7,203	3,664	1,022	18,807	1,108
Lincoln	27.0	.0122	33.1	9.5	14.5	15.7	31.6	9.4	87,776	23,344	9,751	4,522	3,213	18,181	1,799
Marinette	39.2	.0177	34.3	9.8	13.4	14.6	34.5	14.2	126,830	31,372	16,080	9,654	4,163	25,582	2,447
Marquette	11.6	.0052	37.4	7.2	12.2	14.4	37.8	4.3	24,405	8,165	5,540	394	690	1,884	201
Menominee	2.9	.0013	21.3	9.2	12.9	13.2	18.9	.7	1,454	662	187	379			
Monroe	35.1	.0158	33.0	9.7	13.1	16.1	31.3	11.7	118,719	22,817	11,318	4,134	4,221	19,936	2,971
Oconto	29.4	.0133	33.3	9.2	12.6	14.6	33.2	10.5	67,984	16,599	8,234	1,549	777	13,032	1,327
Oneida	33.2	.0150	34.0	8.9	13.7	15.8	32.8	12.0	163,912	30,051	15,287	11,833	7,236	32,005	4,207
Pepin	7.7	.0035	32.3	10.1	12.4	13.8	32.9	2.6	23,560	3,068	2,297	380	835	6,184	614
Pierce	32.5	.0147	26.5	19.6	14.0	13.2	25.0	10.2	82,331	19,447	10,582	1,360	2,946	19,253	3,159
Polk	32.5	.0147	33.6	9.3	13.2	14.5	33.6	11.5	110,786	26,096	10,777	3,821	3,095	17,158	3,736
Portage	56.9	.0256	25.5	21.4	14.5	13.2	23.0	16.9	216,190	40,788	23,040	24,160	10,353	33,870	4,586
Price	16.1	.0073	37.0	7.9	12.0	14.7	37.2	5.8	47,240	15,326	3,953	1,739	1,328	8,231	1,11
Richland	16.9	.0076	32.9	11.0	12.8	15.3	32.0	6.0	40,984	7,153	3,068	2,279	1,967	9,671	98
Rusk	15.9	.0072	33.1	10.0	11.7	14.3	33.4	5.2	42,667	10,087	2,898	2,043	1,054	6,025	65
☐ St. Croix	43.1	.0195	28.6	11.0	16.0	15.8	23.9	13.6	137,458	31,541	11,221	5,265	2,713	36,103	5,72
Sauk	41.4	.0187	32.3	10.6	14.3	15.4	30.7	14.6	199,714	49,301	23,856	12,798	7,395	32,019	4,25
Sawyer	12.6	.0056	38.5	6.6	11.7	14.0	39.3	5.0	48,354	13,582	4,962	787	493	9,414	1,46
Shawano	37.0	.0167	34.1	9.1	13.5	15.3	33.5	12.9	108,646	25,419	12,636	11,483	4,507	17,939	2,03
Taylor	20.1	.0091	30.6	9.5	12.6	14.8	29.7	6.3	55,435	10,962	5,768	9,336	2,229	10,704	1,68
Trempealeau	25.6	.0115	34.5	9.2	13.3	14.8	34.5	8.9	72,656	18,847	7,449	1,913	1,058	17,801	1,14
Vernon	25.1	.0114	35.9	8.6	12.8	15.9	35.0	9.1	53,029	12,674	6,231	1,343	2,552	8,268	1,85
Vilas	15.8	.0071	39.5	7.3	12.1	15.1	39.4	6.3	70,869	26,822	9,186	1,229	730	8,485	99
Walworth	71.0	.0320	29.7	16.3	15.2	15.0	27.0	23.8	255,328	64,302	39,722	8,548	6,822	43,802	6,84
Washburn	13.3	.0060	35.8	8.1	12.4	14.1	36.7	5.0	52,520	15,023	5,365	3,999	648	9,817	2,48
Waupaca	42.8	.0194	35.5	9.1	13.1	14.3	36.3	15.3	141,479	34,224	15,935	11,209	6,114	26,960	4,46
Waushara	16.2	.0073	35.6	9.2	13.1	14.6	36.0	6.0	50,261	8,880	6,866	2,021	281	8,096	1,00
Wood	71.7	.0324	29.9	11.5	15.9	16.0	25.8	23.3	364,585	73,435	24,202	40,080	12,144	85,534	8,25
TOTAL METRO COUNTIES	**3,261.0**	**1.4718**	**29.4**	**14.2**	**16.6**	**16.4**	**24.3**	**1,123.4**	**13,601,592**	**2,840,592**	**1,347,603**	**1,929,268**	**640,907**	**2,565,620**	**370,87**
TOTAL STATE	**4,738.5**	**2.1385**	**30.1**	**13.4**	**15.8**	**15.9**	**26.4**	**1,631.4**	**18,694,090**	**3,976,197**	**1,889,826**	**2,304,395**	**805,953**	**3,525,703**	**497,31**

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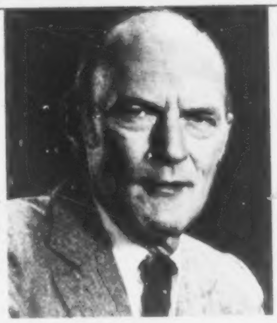

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WISC.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
APPLETON - OSHKOSH	**2,047,910**	**19,312**	**4.3**	**12.1**	**37.6**	**29.0**	**.1283**
Calumet	195,786	20,162	4.0	11.5	33.8	33.7	.0112
Outagamie	917,618	19,959	4.0	11.4	37.7	31.1	.0608
• Appleton	518,892	20,320	4.1	11.6	35.0	33.7	.0315
Winnebago	934,506	18,583	4.6	13.1	38.2	26.1	.0563
• Oshkosh	328,989	16,728	5.3	15.4	37.1	20.0	.0234
SUBURBAN TOTAL	1,200,029	19,742	4.1	11.5	38.6	30.0	.0734
DULUTH - SUPERIOR	**1,911,412**	**17,855**	**5.3**	**12.2**	**32.9**	**26.5**	**.1207**
Douglas	303,032	16,063	6.1	14.1	33.8	19.6	.0188
• Superior	216,316	16,129	6.2	14.1	32.1	21.4	.0137
St. Louis, Minn.	*1,608,380*	*18,259*	*5.2*	*11.8*	*32.5*	*28.0*	*.1019*
• Duluth	*778,333*	*18,109*	*5.7*	*12.0*	*28.5*	*30.2*	*.0486*
SUBURBAN TOTAL	916,763	18,065	4.8	12.0	36.2	24.9	.0584
EAU CLAIRE	**714,622**	**15,571**	**5.6**	**16.5**	**34.1**	**18.2**	**.0522**
Chippewa	288,120	16,633	5.0	15.1	32.8	23.1	.0192
Eau Claire	426,502	14,992	6.0	17.4	34.7	15.3	.0330
• Eau Claire	295,201	15,186	5.7	17.1	34.4	16.4	.0263
SUBURBAN TOTAL	419,421	15,895	5.5	16.1	33.9	19.5	.0259
GREEN BAY	**1,194,276**	**19,468**	**4.3**	**12.5**	**38.7**	**28.5**	**.0798**
Brown	1,194,276	19,468	4.3	12.5	38.7	28.5	.0798
• Green Bay	623,357	18,591	5.1	13.5	38.6	25.6	.0456
SUBURBAN TOTAL	570,919	20,561	3.3	11.3	38.9	32.0	.0342
JANESVILLE - BELOIT	**1,075,761**	**22,012**	**4.0**	**9.6**	**31.7**	**39.3**	**.0663**
Rock	1,075,761	22,012	4.0	9.6	31.7	39.3	.0663
• Beloit	275,099	21,630	4.5	9.4	29.5	38.1	.0181
• Janesville	437,458	22,955	3.8	8.7	31.0	43.1	.0295
SUBURBAN TOTAL	363,204	21,352	3.9	10.6	34.2	36.2	.0187
KENOSHA	**1,065,325**	**22,906**	**3.7**	**10.1**	**29.4**	**43.1**	**.0573**
Kenosha	1,065,325	22,906	3.7	10.1	29.4	43.1	.0573
• Kenosha	705,714	22,173	3.8	10.4	30.5	40.7	.0394
SUBURBAN TOTAL	359,611	24,451	3.4	9.5	27.2	48.1	.0179
LA CROSSE	**536,562**	**15,444**	**5.7**	**17.4**	**34.3**	**17.5**	**.0395**
La Crosse	536,562	15,444	5.7	17.4	34.3	17.5	.0395
• La Crosse	298,725	14,690	6.1	16.5	31.0	17.8	.0259
SUBURBAN TOTAL	237,837	16,272	5.3	18.6	38.5	17.2	.0136
MADISON	**2,667,694**	**20,051**	**4.9**	**12.6**	**30.1**	**34.6**	**.1638**
Dane	2,667,694	20,051	4.9	12.6	30.1	34.6	.1638
• Madison	1,404,469	18,843	5.5	13.2	29.1	31.6	.0925
SUBURBAN TOTAL	1,263,225	21,392	4.1	11.8	31.5	38.1	.0713
△ **MANITOWOC - TWO RIVERS**	**538,905**	**17,059**	**5.0**	**15.5**	**36.6**	**21.7**	**.0334**
Manitowoc	538,905	17,059	5.0	15.5	36.6	21.7	.0334
• Manitowoc	241,327	17,018	5.5	14.8	34.7	22.5	.0164
• Two Rivers	86,060	16,637	5.0	16.3	37.8	19.0	.0056
SUBURBAN TOTAL	211,518	17,282	4.5	16.0	38.1	21.9	.0114
MILWAUKEE	**11,187,697**	**20,835**	**4.1**	**11.3**	**33.2**	**35.7**	**.6825**
Milwaukee	7,374,807	19,114	4.7	12.9	34.9	29.5	.4637
• Milwaukee	4,243,741	17,045	5.5	15.1	35.3	22.4	.2667
Wauwatosa	475,246	23,578	3.9	8.9	30.3	45.3	.0370
West Allis	519,404	20,318	3.9	11.5	39.9	30.7	.0343
Ozaukee	600,728	24,488	2.6	7.6	32.0	48.0	.0327
Washington	652,298	22,613	3.7	8.8	33.8	41.2	.0374
Waukesha	2,559,864	26,445	2.4	6.5	27.3	55.4	.1487
SUBURBAN TOTAL	6,943,956	24,366	2.9	7.8	31.4	47.6	.4158

S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
MILWAUKEE - RACINE CONSOLIDATED AREA	***12,537,411***	***20,710***	***4.1***	***11.4***	***33.8***	***35.0***	[illegible]
RACINE	**1,349,714**	**19,821**	**4.3**	**12.4**	**36.9**	**30.5**	**.0790**
Racine	1,349,714	19,821	4.3	12.4	36.9	30.5	.0790
• Racine	723,210	18,150	5.1	14.5	36.2	25.3	.0438
SUBURBAN TOTAL	626,504	22,108	3.1	9.4	37.8	38.3	.0352
△ **SHEBOYGAN**	**722,530**	**18,572**	**4.8**	**12.9**	**37.8**	**25.4**	**.0440**
Sheboygan	722,530	18,572	4.8	12.9	37.8	25.4	.0440
• Sheboygan	356,554	17,781	5.2	13.9	37.7	22.6	.0241
SUBURBAN TOTAL	365,976	19,374	4.5	11.8	38.1	28.1	.0199
△ **WAUSAU**	**780,408**	**19,652**	**4.6**	**12.6**	**32.4**	**32.0**	**.0477**
Marathon	780,408	19,652	4.6	12.6	32.4	32.0	.0477
• Wausau	282,012	19,533	5.0	12.2	28.9	33.4	.0187
SUBURBAN TOTAL	498,396	19,712	4.3	12.7	34.4	31.3	.0290
OTHER COUNTIES							
Adams	67,159	13,122	4.8	18.1	27.4	14.6	.0039
Ashland	89,565	12,042	8.4	17.3	28.2	11.7	.0069
Barron	244,742	14,929	6.7	15.9	26.9	22.8	.0156
Bayfield	71,112	11,454	8.1	18.3	27.3	9.9	.0044
Buffalo	79,482	14,530	6.4	15.8	30.2	18.3	.0049
Burnett	61,821	11,509	7.2	18.1	25.6	12.0	.0042
Clark	174,674	12,993	7.2	18.6	27.2	15.3	.0114
Columbia	278,639	16,678	5.6	15.3	34.3	21.8	.0180
Crawford	84,342	12,034	7.6	18.5	25.2	14.7	.0062
Dodge	548,028	20,024	4.6	11.3	33.2	32.9	.0302
Door	163,857	16,242	4.8	14.7	31.6	23.1	.0105
Dunn	213,357	15,618	7.0	14.7	29.1	22.8	.0132
Florence	23,196	14,480	6.5	18.0	31.2	16.9	.0013
Fond du Lac	544,701	17,114	5.0	15.5	38.9	20.0	.0362
Forest	35,582	9,847	10.1	24.5	18.5	6.2	.0025
Grant	296,172	15,855	6.3	15.4	31.6	21.0	.0197
Green	221,123	17,372	5.6	15.3	31.2	25.9	.0170
Green Lake	129,044	17,128	5.4	15.1	34.6	22.9	.0085
Iowa	118,377	15,462	5.1	15.9	30.2	21.4	.0073
Iron	39,443	12,545	8.6	19.5	28.2	11.3	.0026
Jackson	118,818	17,096	6.4	14.2	27.4	28.1	.0070
Jefferson	469,864	18,766	5.1	12.9	33.6	28.8	.0280
Juneau	121,576	14,494	6.4	16.2	30.9	17.3	.0083
Kewaunee	133,002	17,635	4.4	16.2	30.7	28.0	.0078
Lafayette	92,141	13,973	7.5	19.5	31.3	14.8	.0053
Langlade	114,814	13,426	6.4	17.8	28.4	15.9	.0081
Lincoln	141,567	14,128	7.1	18.5	34.2	12.7	.0099
Marinette	222,173	13,850	6.6	18.1	31.1	14.6	.0147
Marquette	69,665	13,693	8.0	16.3	28.8	17.5	.0040
Menominee	8,386	10,816	10.4	29.5	22.3	3.9	.0006
Monroe	209,521	15,801	5.5	16.5	29.8	22.9	.0137
Oconto	163,657	13,796	6.8	16.6	30.2	15.9	.0099
Oneida	208,490	15,856	5.9	16.0	33.8	19.3	.0150
Pepin	42,483	13,738	7.5	15.9	27.0	18.9	.0028
Pierce	208,778	17,136	6.2	13.6	29.9	27.0	.0121
Polk	199,131	15,126	6.4	16.5	31.2	19.3	.0128
Portage	356,772	18,821	4.9	13.1	34.2	28.3	.0235
Price	87,640	13,190	6.7	18.7	28.8	13.9	.0057
Richland	97,347	13,658	7.2	13.6	28.0	18.5	.0060
Rusk	85,836	13,842	5.6	16.2	26.9	19.1	.0055

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S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
St. Croix	292,435	19,155	4.8	11.9	34.1	30.0	.0176
Sauk	246,877	15,792	5.9	17.6	35.4	18.1	.0180
Sawyer	68,200	10,811	8.8	19.7	20.8	12.4	.0050
Shawano	229,996	15,690	5.4	16.4	31.2	21.4	.0141
Taylor	113,677	15,871	5.3	14.6	29.2	23.5	.0073
Trempealeau	147,657	14,177	6.9	16.4	27.5	19.8	.0092
Vernon	144,795	12,569	8.3	15.3	25.5	17.3	.0085
Vilas	94,077	12,411	7.4	19.1	26.5	14.0	.0068
Walworth	467,284	17,291	5.5	14.2	33.3	24.9	.0295
Washburn	78,891	12,683	8.9	17.0	26.2	16.9	.0054
Waupaca	234,288	13,146	6.8	20.2	29.9	12.6	.0160
Waushara	83,184	11,585	7.9	18.6	25.4	11.8	.0057
Wood	498,633	20,195	4.1	11.2	33.8	33.1	.0342
TOTAL METRO COUNTIES	**24,476,871**	**19,902**	**4.4**	**12.1**	**33.9**	**32.5**	**1.5102**
TOTAL STATE	**33,520,507**	**18,617**	**4.9**	**13.2**	**33.1**	**29.0**	**2.0951**

WYOMING

WYO.
S&MM ESTIMATES

POPULATION—12/31/79 | RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
△ **CHEYENNE**	**69.6**	**.0314**	**29.1**	**12.9**	**17.5**	**17.5**	**22.3**	**25.4**	**322,400**	**46,766**	**24,573**	**34,638**	**15,744**	**57,600**	**5,565**
Laramie	69.6	.0314	29.1	12.9	17.5	17.5	22.3	25.4	322,400	46,766	24,573	34,638	15,744	57,600	5,565
• Cheyenne	50.1	.0226	30.4	11.6	16.5	17.6	24.9	19.1	293,879	40,733	23,162	31,186	15,497	56,547	5,039
SUBURBAN TOTAL	19.5	.0088	26.4	16.3	20.2	17.1	15.5	6.3	28,521	6,033	1,411	3,452	247	1,053	526
OTHER COUNTIES															
Albany	31.5	.0142	23.7	32.2	16.9	11.2	15.9	10.3	119,410	24,687	12,160	2,757	6,785	20,342	2,170
Big Horn	12.5	.0056	33.7	8.8	13.9	15.7	32.5	4.5	24,768	7,589	2,974	640	1,075	1,940	1,584
Campbell	22.9	.0104	26.6	14.3	22.0	17.5	14.1	7.5	130,348	22,965	10,550	8,557	1,580	27,457	2,414
Carbon	20.6	.0093	30.8	9.9	15.5	17.2	26.3	7.5	99,215	16,400	8,375	3,771	2,174	21,300	5,083
Converse	13.8	.0062	31.2	8.4	15.0	17.2	27.1	4.4	60,350	13,359	5,763	2,151	1,150	12,196	875
Crook	5.7	.0026	30.9	11.0	15.5	17.4	26.3	1.9	11,602	1,905	1,631	467		245	297
Fremont	36.4	.0164	28.2	11.5	17.9	17.4	20.3	12.0	168,024	33,282	12,760	12,319	6,410	30,360	4,801
Goshen	12.5	.0056	33.1	10.9	13.9	16.5	30.8	4.9	42,612	10,701	2,338	3,360	519	7,670	1,702
Hot Springs	5.3	.0024	36.4	8.6	11.6	16.2	35.3	2.0	19,430	4,768	2,247	537	341	3,278	918
Johnson	6.8	.0031	32.3	9.6	13.9	16.2	30.1	2.6	27,834	5,901	2,924	1,376	804	5,688	643
Lincoln	11.3	.0051	28.6	8.7	13.8	15.6	25.6	3.9	50,662	11,245	3,884	1,693	251	12,466	1,775
Natrona	70.1	.0316	28.8	13.2	16.5	19.2	20.5	24.8	455,476	82,725	31,700	34,242	28,685	119,086	14,247
Niobrara	2.9	.0013	38.0	8.4	13.7	18.1	35.6	1.2	13,899	3,208	1,323	451	142	633	285
Park	21.6	.0098	30.6	11.3	15.9	18.3	24.7	7.8	87,477	13,324	6,786	12,651	2,766	17,909	3,765
Platte	9.4	.0042	34.3	8.6	15.7	15.8	33.0	3.6	41,945	7,703	2,626	2,521	372	9,039	459
Sheridan	24.4	.0110	36.0	10.2	12.6	16.9	34.1	9.8	116,004	25,138	10,619	12,164	6,935	23,509	3,229
Sublette	4.5	.0021	30.2	11.1	18.3	18.8	32.4	1.9	20,252	3,274	2,655	349	347	1,226	633
Sweetwater	41.4	.0187	29.3	11.0	14.8	16.6	24.9	14.9	157,804	38,936	13,336	13,952	9,506	27,673	4,744
Teton	7.7	.0034	28.9	10.7	19.2	19.5	18.8	2.5	76,311	15,888	10,263	2,090	769	5,454	2,625
Uinta	11.4	.0052	28.9	9.7	13.1	16.9	25.1	3.4	52,775	9,887	3,691	4,764	2,660	7,660	3,421
Washakie	8.5	.0038	30.6	10.1	15.8	17.5	25.6	3.1	34,761	8,978	2,052	2,960	958	11,151	1,034
Weston	7.4	.0033	30.0	9.8	15.6	18.7	23.6	2.4	29,577	7,080	2,689	1,509	412	3,681	892
TOTAL METRO COUNTIES	**69.6**	**.0314**	**29.1**	**12.9**	**17.5**	**17.5**	**22.3**	**25.4**	**322,400**	**46,766**	**24,573**	**34,638**	**15,744**	**57,600**	**5,565**
TOTAL STATE	**458.2**	**.2067**	**29.3**	**12.8**	**16.2**	**17.1**	**23.6**	**162.3**	**2,162,936**	**415,709**	**177,919**	**159,919**	**90,385**	**427,563**	**63,161**

WYO.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
△ **CHEYENNE**	**576,356**	**19,994**	**4.9**	**13.8**	**28.9**	**35.6**	**.0350**
Laramie	576,356	19,994	4.9	13.8	28.9	35.6	.0350
• Cheyenne	436,352	20,398	5.1	12.8	26.0	37.9	.0279
SUBURBAN TOTAL	140,004	19,144	4.3	16.9	37.1	29.0	.0071
OTHER COUNTIES							
Albany	195,327	15,498	6.6	17.5	28.3	23.3	.0129
Big Horn	95,597	18,513	5.8	13.4	28.9	30.8	.0050
Campbell	219,579	25,983	2.5	8.6	27.2	53.1	.0133
Carbon	163,063	20,611	5.0	12.0	31.8	34.2	.0101
Converse	80,767	17,238	5.4	13.2	31.1	25.4	.0059
Crook	29,128	13,376	7.9	23.5	29.6	13.6	.0017
Fremont	250,814	19,390	4.7	12.2	33.5	30.5	.0167
Goshen	86,173	12,617	8.9	20.5	27.4	13.9	.0053
Hot Springs	33,961	14,543	5.9	14.4	27.9	20.5	.0022
Johnson	59,933	16,776	6.1	13.9	23.7	32.2	.0034
Lincoln	70,236	16,770	5.8	16.8	35.8	22.3	.0049
Natrona	618,564	22,910	3.9	10.1	26.0	44.3	.0408
Niobrara	16,922	11,552	8.9	22.7	21.9	13.1	.0012
Park	172,716	19,560	4.9	14.7	29.9	33.5	.0102
Platte	62,203	15,471	6.4	15.5	28.4	23.2	.0043
Sheridan	181,246	15,018	6.6	15.8	27.9	22.2	.0117
Sublette	36,875	16,151	4.5	21.0	33.2	21.7	.0022
Sweetwater	354,750	22,648	4.1	9.5	28.7	41.1	.0201
Teton	59,931	19,591	3.9	13.0	32.5	33.6	.0050
Uinta	69,818	18,635	3.9	15.4	39.4	26.0	.0050
Washakie	58,793	17,833	5.9	14.7	35.0	23.8	.0038
Weston	51,290	17,916	5.5	11.5	35.7	26.4	.0033
TOTAL METRO COUNTIES	**576,356**	**19,994**	**4.9**	**13.8**	**28.9**	**35.6**	**.0350**
TOTAL STATE	**3,544,042**	**19,199**	**5.1**	**13.3**	**29.4**	**33.0**	**.2240**

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Section D

Data in this *Survey of Buying Power* are organized into four sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

CANADIAN SURVEY OF BUYING POWER

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Summaries of Effective Buying Income by province D-5
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Effective Buying Income and retail sales are expressed in Canadian dollars.
Census Metropolitan Areas are defined by Statistics Canada on an urban population basis.

S&MM ESTIMATES		POPULATION 12/31/79				RETAIL SALES BY STORE GROUP—1979											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality

S&MM ESTIMATES		EFFECTIVE BUYING INCOME--1979				% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E

S&MM ESTIMATES		EFFECTIVE BUYING INCOME—1979				% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E

S&MM's Canadian metropolitan county areas and their code numbers

501.∆ **Brantford, Ont.**—Brant Co.
502. **Calgary, Alta.**—Div. 6
Cambridge, Ont. (See Kitchener-Cambridge)
503. **Chicoutimi-Jonquière, Que.**—Chicoutimi Co.
Dartmouth, N.S. (see Halifax-Dartmouth)
504. **Edmonton, Alta.**—Div. 11
Glace Bay, N.S. (See Sydney-Glace Bay)
505.∆ **Guelph, Ont.**—Wellington Co.
506. **Halifax-Dartmouth, N.S.**—Halifax Co.
507. **Hamilton, Ont.**—Hamilton-Wentworth Reg. Mun.
Jonquière, Que. (See Chicoutimi Jonquière)
508.∆ **Kamloops, B.C.**—Thompson-Nicola Reg. Dist.
509.∆ **Kelowna, B.C.**—Central Okanagan Reg. Dist.
510.∆ **Kingston, Ont.**—Frontenac Co.
511. **Kitchener-Cambridge, Ont.**—Waterloo Reg. Mun.
512. **London, Ont.**—Middlesex Co.
513.∆ **Moncton, N.B.**—Albert, Westmorland* cos.
514. **Montreal, Que.**—Chambly, Châteauguay, Deux-Montagnes, Ile-de-Montreal*, Ile-Jésus, Laprairie, L'Assomption, Terrebonne, Vaudreuil cos.
Niagara Falls, Ont. (See St.Catharines-Niagara)
515.∆ **North Bay, Ont.**—Nipissing Terr. Dist.
516. **Oshawa, Ont.**—Durham Reg. Mun.
517. **Ottawa, Ont.**—
Ontario Portion —Ottawa-Carleton Reg. Mun*, Russell Co.
Quebec Portion—Gatineau, Hull cos.
518.∆ **Peterborough, Ont.**—Peterborough Co.
519.∆ **Prince George, B.C.**—Fraser-Fort George Reg. Dist.
520. **Quebec, Que.**—Lévis, Montmorency 1, Montmorency 2, Quebec* cos.
521. **Regina, Sask.**—Div. 6
522. **St. Catharines-Niagara, Ont.**—Niagara Reg. Mun.
523. **St. John, N.B.**—Kings, St. John* cos.
524. **St. John's, Nfld.**—Div. 1
525.∆ **Sarnia, Ont.**—Lambton Co.
526. **Saskatoon, Sask.**—Div. 11
527.∆ **Sault Ste. Marie, Ont.**—Algoma Terr. Dist.
Shawinigan, Que. (See Trois Rivières-Shawinigan)
528.∆ **Sherbrooke, Que.**—Sherbrooke Co.
529. **Sudbury, Ont.**—Sudbury Reg. Mun.
530.∆ **Sydney-Glace Bay, N.S.**—Cape Breton Co.
531. **Thunder Bay, Ont.**—Thunder Bay Terr. Dist.
532. **Toronto, Ont.**—Toronto Metro. Mun.*; Halton, Peel, York reg. muns.
533.∆ **Trois Rivières-Shawinigan, Que.**—Champlain, St.-Maurice* cos.
534. **Vancouver, B.C.**—Greater Vancouver Reg. Dist.
535. **Victoria, B.C.**—Capitol Reg. Dist.
536. **Windsor, Ont.**—Essex Co.
537. **Winnipeg, Man.**—Div. 11

∆ A potential metro area as defined by S&MM.
*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. The central city of a one-county market will be located in that county.

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1980 CANADIAN SURVEY OF BUYING POWER

Energy development heats up Alberta's population growth while the rest of the country slows down. Visions of an oil boom make Newfoundland, lowest on the buying power scale, hope for a similar miracle.

Alberta today—Newfoundland tomorrow?

By THAYER C. TAYLOR
Editorial Director
Survey of Buying Power

In the west, Fort McMurray . . . Lloydminster . . . Fort St. John. In the east, Hibernia P-15 . . . Adolphus 2K-41 . . . Hopedale E-33.

These are the names—frontier towns in the west, test drilling sites for oil off Newfoundland's coast in the east—that symbolize current and, possibly, future Canadian population mainstreams.

Fort McMurray, a new town created by discoveries in the oil-rich Athabasca sand and shale, Lloydminster, astride the Alberta/Saskatchewan border amid deposits of heavy oil, and Fort St. John, a farming community that abuts an oil-sand basin in northeast British Columbia, are three of the boomtowns created almost overnight by the rush to develop oil and gas resources in Canada's two westernmost provinces: Alberta and British Columbia.

The energy magnet triggered rapid growth in the 1970s. Between the two census years of 1971 and 1976, each province doubled Canada's growth rate—2.6% per year vs. 1.3%. Since 1976, *Sales & Marketing Management*'s estimates show, growth has prevailed, but this time with an unusual twist. While Canada's annual growth rate ebbed a mite, to 1.2%, Alberta's accelerated to 3.7% and British Columbia's dipped to 1.7%

Top ten metros

Census Metro Areas	*1979 Pop. (Thous.)*	*Annual % Growth Rate*	
		1976–1979	*1971–1976*
Toronto	2,866.9	+0.8%	+1.5%
Montreal	2,787.3	–0.2	+0.5
Vancouver	1,196.8	+0.9	+1.6
Ottawa-Hull	729.1	+1.7	+2.4
Edmonton	597.9	+2.6	+2.3
Winnipeg	586.4	+0.5	+1.0
Quebec	543.7	+0.1	+1.6
Calgary	542.8	+5.2	+3.3
Hamilton	536.5	+0.4	+1.0
St. Catharines-Niagara	310.1	+0.9	+1.1
Total	**10,697.5**	**+0.8**	**+1.4**
Canada	**23,787.7**	**+1.2%**	**+1.3%**

Note: Census metropolitan areas as defined by Statistics Canada.
Sources: *Sales & Marketing Management's 1980 Survey of Buying Power;* Statistics Canada. *Canada's Population; Demographic Perspectives.*
© Sales & Marketing Management.

The westernization trend has been strong enough to enable the two provinces' metropolitan markets to buck the slowdown that has overtaken Canada's biggest metropolises. The top ten metro markets (see table), collectively, posted an above-average annual growth rate of 1.4% in the 1971–76 period. In recent years, as Canadians turned away from the bigger metros (just as in the U.S.), the top ten's growth rate slipped to a below-average 0.8%

However, no such letdown occurred in Alberta, where population growth of its two metro areas, Calgary and Edmonton, gathered momentum as the decade wore on. Calgary's population growth rate shot up from 3.3% in the 1971–76 period to 5.2% in the 1976–79 period; Edmonton's from 2.3% to 2.6%. They are, in fact, the only markets among Canada's top ten metropolises to chalk up faster growth rates in recent years compared to the early 1970s.

Only one other major metro

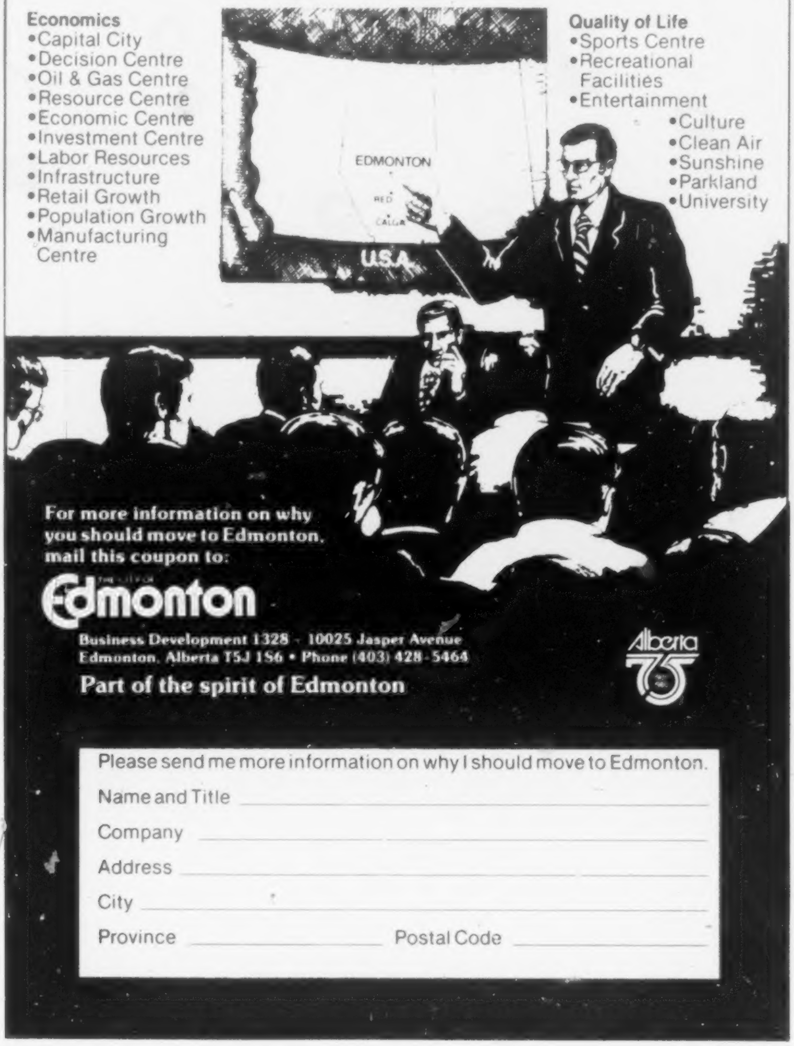
market is currently expanding faster than the all-Canada rate. That's Ottawa-Hull, which averaged 1.7% a year in the 1976–79 period. The primary reason: Ottawa is the home of the federal government, and government bureaucracy is as much a "growth industry" there as in the U.S. Notes Russell E. Harrison, chairman of Canadian Imperial Bank of Commerce, in the current issue of the bank's *Spectrum* newsletter: "Total government expenditures, which in the mid-1960s amounted to about 30% of gross national product, rose to more than 40% in the second half of the 1970s."

While U.S. marketers will focus on the booming western markets for the near-term future, those with longer planning horizons are watching the waters off the Newfoundland coast, from the Grand Banks up to the Labrador coast. Today, the buying power of Newfoundlanders is the lowest in the country, about one-third below the Canada norm, but visions of an oil boom may make the province an Alberta in the East.

Although test drilling has proven the existence of "black gold" under the sea floor, estimates of the potential range from 2.5 to 10 billion barrels. Recovering the oil and gas will be extremely tricky—the Grand Banks, the world's most prolific fishing grounds, are involved—and technologically difficult, more so than was the case with Alaska's North Slope and Great Britain's North Sea. In addition to the hazards of violent storms, there is the unique danger of floating icebergs.

The latter threat, says John H. Hayward Jr., vice president at Merrill Lynch, could give "marketers of subsea production and other specialized equipment the first general use of their equipment for large-scale field development." He estimates that, based on potential development costs of $15,000–$20,000 per daily barrel of productive capacity and minimum production of 100,000–150,000 barrels per day, development of just one field would total $1.5–$3.0 billion.

Involved, too, are critical trade-offs that will have to be confronted. "The vision of large-scale oil development is one of terrible beauty for Newfoundlanders," says *Canadian Business* magazine. "An oil boom might also mean a devastated fishing industry, a coastline awash in oil slicks, and permanent loss of 'traditional Newfoundland values.'" Progress never comes easy, and remember the devil always wants his due. ■



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1979 SUMMARIES OF POPULATION & RETAIL SALES BY PROVINCE

ESTIMATES	POPULATION 12/31/79				RETAIL SALES BY STORE GROUP—1979												SALES/ ADVERTISING INDEXES		
ovince	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
lberta	2,039.5	8.5738	680.0	8.5397	8,734,703	10.4737	1,412,337	683,684	1,698,262	403,817	302,307	2,196,182	479,571	75,617	226,404	122	9.4597	110
ritish Columbia	2,593.0	10.9006	928.6	11.6617	10,093,964	12.1036	2,184,883	973,936	1,785,339	410,972	358,231	1,963,702	637,798	72,002	371,728	111	11.7148	107
anitoba	1,027.1	4.3178	351.5	4.4143	3,206,908	3.8453	711,412	285,750	683,855	116,866	82,497	703,055	140,627	31,765	95,312	89	4.0492	94
ew Brunswick	705.1	2.9641	215.4	2.7051	2,103,999	2.5229	482,270	146,144	333,989	86,602	65,065	520,256	136,864	27,457	58,184	85	2.4750	83
ewfoundland	578.9	2.4336	147.3	1.8499	1,526,557	1.8305	354,949	120,493	346,225	68,160	46,378	284,467	125,228	4,263	56,181	75	1.8605	76
ova Scotia	850.7	3.5763	268.1	3.3669	2,698,125	3.2353	638,230	187,651	419,043	129,263	70,498	583,104	215,182	25,993	95,488	90	3.1921	89
ntario	8,529.8	35.8580	2,902.6	36.4520	30,032,314	36.0114	7,245,812	2,704,349	3,986,012	1,453,603	1,124,430	6,102,140	2,197,535	224,116	944,167	100	37.4625	104
ince Edward Island	123.3	.5183	36.9	.4634	383,974	.4604	65,787	27,094	95,584	14,344	11,763	83,987	34,778	1,147	9,525	89	.4327	83
uebec	6,313.4	26.5406	2,092.9	26.2835	21,020,688	25.2057	5,709,789	1,921,111	2,389,661	1,164,372	888,094	4,340,590	1,243,957	308,788	396,276	95	25.1558	95
askatchewan	961.7	4.0428	321.9	4.0425	3,375,171	4.0471	609,404	221,644	661,070	123,857	119,275	908,410	196,662	32,354	101,822	100	3.9184	97
ukon & N.W. Territories	65.2	.2741	17.6	.2210	220,283	.2641	33,273	17,926	80,760	3,005	2,867	35,297	7,423	4,366	4,209	96	.2793	102
Total Canada	23,787.7	100.0000	7,962.8	100.0000	83,396,686	100.0000	19,448,146	7,289,782	12,479,800	3,974,861	3,071,405	17,721,190	5,415,625	807,868	2,359,296	100	100.0000	100

1979 SUMMARIES OF EFFECTIVE BUYING INCOME BY PROVINCE

ESTIMATES	EFFECTIVE BUYING INCOME—1979				% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
Province	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Alberta	16,344,647	9.2057	8,014	24,036	5.5	7.1	6.3	25.0	56.1
British Columbia	20,963,252	11.8071	8,085	22,575	6.6	6.4	5.0	21.9	60.1
Manitoba	7,215,783	4.0642	7,025	20,529	8.4	9.0	8.1	31.2	43.3
New Brunswick	3,995,983	2.2507	5,667	18,551	6.9	11.2	10.6	34.1	37.2
Newfoundland	2,928,091	1.6492	5,058	19,878	8.5	12.1	8.9	29.5	41.0
Nova Scotia	5,348,548	3.0124	6,287	19,950	7.0	11.7	10.2	32.2	38.9
Ontario	69,199,198	38.9749	8,113	23,840	6.0	5.7	5.3	25.8	57.2
Prince Edward Island	677,999	.3819	5,499	18,374	8.7	17.7	15.8	31.9	25.9
Quebec	43,626,913	24.5719	6,910	20,845	5.3	8.1	7.4	30.8	48.4
Saskatchewan	6,731,668	3.7914	7,000	20,912	7.8	9.3	7.8	26.1	49.0
Yukon & N.W. Territories	515,966	.2906	7,914	29,316	7.2	5.4	3.9	13.3	70.2
Total Canada	177,548,048	100.0000	7,464	22,297	6.1	7.4	6.5	27.4	52.6

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S&MM METROPOLITAN AREA SUMMARIES OF 1979 POPULATION & RETAIL SALES

S&MM ESTIMATES	POPULATION 12/31/79				RETAIL SALES BY STORE GROUP—1979											SALES/ ADVERTIS INDEXES		
PROVINCE S&MM Metropolitan Area	Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	al- ty
ALBERTA																		
Calgary	609.2	2.5610	211.4	2.6549	2,847,811	3.4148	480,537	230,165	561,908	147,153	115,168	686,852	157,153	9,769	54,515	133	2.9636	16
Edmonton	690.7	2.9036	236.2	2.9663	3,206,710	3.8452	504,742	216,046	679,714	137,937	109,535	805,413	154,688	20,256	98,372	132	3.3441	15
BRITISH COLUMBIA																		
Kamloops	94.6	.3977	31.7	.3981	420,414	.5041	80,387	44,040	67,141	17,443	11,073	91,623	38,151	2,388	11,139	127	.4511	13
Kelowna	83.3	.3502	29.7	.3730	295,491	.3543	73,006	19,224	35,617	15,958	13,575	54,536	18,992	2,618	15,217	101	.3482	[illegible]
Prince George	85.3	.3586	26.9	.3378	383,632	.4600	66,217	28,241	77,544	10,914	11,195	102,187	26,401	970	8,697	128	.4027	112
Vancouver	1,108.6	4.6604	415.6	5.2193	4,619,704	5.5394	928,212	514,787	958,543	183,112	170,684	853,507	252,128	17,429	179,148	119	5.3338	14
Victoria	231.4	.9728	91.4	1.1478	899,645	1.0788	187,241	77,090	209,006	37,691	34,639	137,089	49,606	3,523	27,600	111	1.0793	111
MANITOBA																		
Winnipeg	568.3	2.3890	209.6	2.6322	2,051,225	2.4596	480,195	189,863	452,021	74,135	50,241	403,572	83,223	7,486	55,240	103	2.4092	101
NEW BRUNSWICK																		
Moncton	130.2	.5473	41.8	.5250	453,550	.5438	97,631	30,957	78,080	19,264	11,925	116,751	29,674	2,114	15,704	99	.4959	91
St. John	144.4	.6071	46.7	.5865	459,820	.5514	113,826	33,983	74,990	18,538	9,431	119,431	24,766	2,039	11,889	91	.5439	90
NEWFOUNDLAND																		
St. John's	236.4	.9938	63.8	.8012	709,075	.8502	175,758	49,354	113,086	36,631	21,989	160,669	54,990	1,291	31,831	86	.8180	82
NOVA SCOTIA																		
Halifax-Dartmouth	284.9	1.1976	95.1	1.1943	1,025,818	1.2300	231,433	96,258	141,683	62,009	24,059	227,154	70,932	4,234	38,872	103	1.2434	104
Sydney-Glace Bay	121.6	.5112	34.2	.4295	357,987	.4293	105,826	21,454	66,421	20,958	9,182	58,530	24,517	1,537	9,069	84	.4213	82
ONTARIO																		
Brantford	105.5	.4436	36.5	.4583	323,629	.3881	80,637	23,147	40,842	19,376	17,914	64,519	22,025	1,857	7,952	87	.4497	101
Guelph	127.0	.5339	42.3	.5313	401,442	.4814	100,014	27,989	44,231	19,064	14,957	87,194	35,826	2,516	14,543	90	.5237	98
Hamilton	411.0	1.7278	147.3	1.8499	1,412,811	1.6941	369,953	110,979	233,957	61,886	59,064	235,483	97,720	8,583	45,287	98	1.7277	100
Kingston	110.8	.4658	38.5	.4835	420,272	.5040	98,621	27,826	64,803	[illegible]	16,643	80,078	36,095	1,521	12,984	108	.4924	106
Kitchener-Cambridge	302.2	1.2704	103.3	1.2972	1,052,662	1.2622	218,088	80,103	170,485	52,502	42,950	255,314	76,625	5,576	21,634	99	1.3232	104
London	315.0	1.3242	112.6	1.4140	1,160,328	1.3913	277,023	105,106	178,511	56,882	40,652	220,174	82,449	5,673	26,116	105	1.4130	107
North Bay	80.5	.3384	25.6	.3215	291,704	.3498	67,947	28,284	40,757	12,674	10,266	61,172	24,525	2,133	6,327	103	.3243	96
Oshawa	289.7	1.2178	91.0	1.1428	912,111	1.0937	215,240	63,628	145,166	31,447	22,357	180,515	70,291	17,048	23,403	90	1.2187	100
Ottawa	759.3	3.1920	269.1	3.3794	2,779,916	3.3333	699,407	266,396	444,403	125,425	98,385	486,612	164,991	26,881	66,731	104	3.5622	112
Peterborough	100.6	.4230	34.4	.4320	370,088	.4438	89,352	29,401	49,116	17,113	15,884	76,168	24,976	2,109	8,978	105	.4118	97
St. Catharines-Niagara	373.4	1.5697	127.6	1.6024	1,255,801	1.5058	314,052	126,353	145,237	65,830	47,446	248,858	89,413	6,893	36,912	96	1.5850	101
Sarnia	126.9	.5334	42.4	.5325	405,797	.4866	95,256	33,085	55,734	19,601	15,285	87,557	28,488	2,796	11,880	91	.5491	103
Sault Ste. Marie	133.3	.5603	41.8	.5250	427,870	.5130	112,472	37,789	67,839	19,004	14,258	62,020	33,005	3,682	11,389	92	.5395	96
Sudbury	168.3	.7075	53.6	.6731	644,554	.7729	175,949	52,421	77,548	35,586	24,563	127,717	42,675	4,013	14,203	109	.7293	103
Thunder Bay	154.8	.6508	50.2	.6304	543,825	.6521	136,973	42,069	94,088	19,087	14,026	95,019	41,738	2,625	19,599	100	.6657	102
Toronto	2,999.1	12.6078	1,035.2	13.0004	11,134,811	13.3516	2,676,808	1,161,446	1,419,728	582,026	409,728	2,287,581	748,026	60,272	412,348	106	14.1612	112
Windsor	312.8	1.3149	107.4	1.3488	1,076,418	1.2907	256,080	101,325	149,500	58,099	52,042	214,093	69,346	6,575	35,359	98	1.3513	103
QUEBEC																		
Chicoutimi-Jonquière	163.9	.6890	47.2	.5928	498,401	.5977	144,497	32,904	64,571	34,175	26,095	95,912	31,024	2,227	8,472	87	.5935	86
Montréal	2,885.7	12.1311	1,026.2	12.8874	10,296,401	12.3462	2,856,211	1,098,628	1,212,466	575,013	402,740	1,870,704	553,486	164,768	223,427	102	12.2138	101
Québec	554.8	2.3322	184.2	2.3133	2,231,003	2.6752	561,276	211,073	276,428	136,756	92,692	445,529	102,962	30,090	47,790	115	2.4697	106
Sherbrooke	114.3	.4805	39.7	.4986	442,086	.5301	111,552	30,633	44,962	35,941	21,076	94,378	26,971	2,398	7,915	110	.4797	100
Trois Rivières-Shawinigan	231.4	.9728	77.0	.9670	719,117	8623	206,463	60,189	61,297	44,662	34,824	152,540	40,121	14,333	13,633	89	.8497	87
SASKATCHEWAN																		
Regina	196.1	.8244	67.6	.8489	812,283	.9740	153,859	57,589	147,491	28,424	30,757	210,009	46,248	6,308	23,533	118	.8516	103
Saskatoon	173.2	.7281	60.2	.7560	738,859	.8859	122,531	49,524	145,807	37,907	26,423	185,780	41,294	3,703	27,941	122	.7605	104
TOTAL ABOVE AREAS	**15,578.5**	**65.4897**	**5,395.0**	**67.7524**	**58,083,071**	**69.6467**	**13,665,272**	**5,409,349**	**8,890,721**	**2,892,331**	**2,143,723**	**11,742,240**	**3,515,541**	**460,234**	**1,685,649**	**106**	**69.1008**	106

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*Source: Sales & Marketing Management, 1979 Survey of Buying Power

**(Based on Fas-Fax, March 31, 1980)

Toronto means a lot to The Star

S&MM METROPOLITAN AREA SUMMARIES OF 1979 EFFECTIVE BUYING INCOME

S&MM ESTIMATES	$$ EFFECTIVE BUYING INCOME—1979				% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
PROVINCE S&MM Metropolitan Area	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
ALBERTA									
Calgary	5,067,487	2.8542	8,[illegible]	23,971	5.3	7.3	6.6	28.5	52.3
Edmonton	5,716,571	3.2197	8,276	24,202	4.5	6.1	5.5	24.3	59.6
BRITISH COLUMBIA									
Kamloops	782,445	.4407	8,271	24,683	5.8	5.3	5.1	25.0	58.8
Kelowna	609,899	.3435	7,322	20,535	7.8	9.1	6.8	22.3	54.0
Prince George	685,397	.3860	8,035	25,479	3.7	5.2	4.5	22.0	64.6
Vancouver	9,728,948	5.4796	8,776	23,409	5.7	5.1	4.1	22.5	62.6
Victoria	1,992,507	1.1223	8,611	21,800	7.3	6.8	5.4	23.4	57.1
MANITOBA									
Winnipeg	4,238,102	2.3870	7,458	20,220	7.1	7.8	7.3	36.2	41.6
NEW BRUNSWICK									
Moncton	792,351	.4463	6,086	18,956	6.3	10.1	11.3	29.1	43.2
St. John	913,110	.5143	6,323	19,553	5.9	9.1	9.3	33.3	42.4
NEWFOUNDLAND									
St. John's	1,293,220	.7284	5,470	20,270	7.8	11.9	10.5	33.3	36.5
NOVA SCOTIA									
Halifax-Dartmouth	2,253,947	1.2695	7,911	23,701	4.1	8.1	8.3	30.9	48.6
Sydney-Glace Bay	675,629	.3806	5,556	19,755	7.1	9.2	7.4	36.3	40.0
ONTARIO									
Brantford	868,584	.4892	8,233	23,797	5.8	5.9	5.3	29.8	53.2
Guelph	967,788	.5451	7,620	22,879	6.5	7.7	5.7	35.0	45.1
Hamilton	3,102,744	1.7475	7,549	21,064	7.5	5.4	4.4	25.0	57.7
Kingston	880,972	.4962	7,951	22,882	7.1	7.8	6.6	26.5	52.0
Kitchener-Cambridge	2,451,393	1.3807	8,112	23,731	4.2	6.4	6.2	32.8	50.4
London	2,594,611	1.4614	8,237	22,043	6.6	6.3	5.9	33.2	48.0
North Bay	538,410	.3032	6,688	21,032	8.7	7.1	5.7	23.4	55.1
Oshawa	2,297,724	1.2941	7,931	25,250	3.7	4.1	3.4	21.4	67.4
Ottawa	6,830,950	3.9473	8,996	25,384	4.4	5.3	5.3	25.9	59.1
Peterborough	688,964	.3880	6,849	20,028	9.3	7.3	5.5	27.9	50.0
St. Catharines-Niagara	2,909,490	1.6387	7,792	22,802	6.9	5.6	4.4	22.4	60.7
Sarnia	1,052,252	.5927	8,292	24,817	6.6	5.0	3.8	13.5	71.1
Sault Ste. Marie	971,491	.5472	7,288	23,241	4.2	2.8	2.3	10.1	80.6
Sudbury	1,263,845	.7119	7,509	23,579	3.3	3.0	2.5	13.0	78.2
Thunder Bay	1,206,924	.6798	7,797	24,042	5.3	3.6	3.1	17.2	70.8
Toronto	27,109,190	15.2688	9,039	26,187	4.3	4.6	4.8	26.1	60.2
Windsor	2,489,558	1.4022	7,959	23,180	6.8	5.4	4.0	15.1	68.7
QUEBEC									
Chicoutimi-Jonquière	981,756	.5529	5,990	20,800	3.3	5.3	5.6	24.0	61.8
Montréal	21,602,050	12.1669	7,486	21,051	5.5	8.4	7.5	31.1	47.5
Québec	4,264,258	2.4018	7,686	23,150	4.1	6.9	7.0	28.8	53.2
Sherbrooke	797,228	.4490	6,975	20,081	6.0	9.0	8.4	35.5	41.1
Trois Rivières-Shawinigan	1,407,310	.7926	6,082	18,277	7.6	9.4	7.5	25.8	49.7
SASKATCHEWAN									
Regina	1,400,981	.7890	7,144	20,725	5.8	7.1	7.0	29.3	50.8
Saskatoon	1,239,495	.6981	7,156	20,590	6.5	8.8	7.5	29.6	47.6
TOTAL ABOVE AREAS	**124,667,581**	**70.2164**	**8,003**	**23,108**	**5.4**	**6.5**	**5.9**	**27.1**	**55.1**

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***Sources:** *S&MM's Canadian Metropolitan Area projections 1978-1983. ABC audit reports and KWR circulation dept.*

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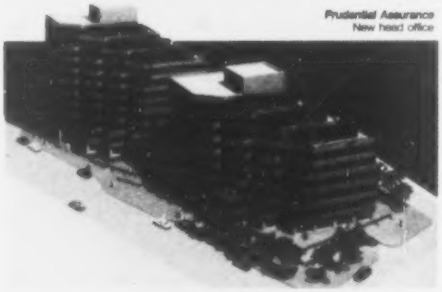

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CENSUS METROPOLITAN AREA SUMMARIES OF 1979 POPULATION & RETAIL SALES

ESTIMATES	POPULATION 12/31/79				RETAIL SALES BY STORE GROUP—1979											SALES/ ADVERTISING INDEXES		
PROVINCE Census Metropolitan Area	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
ALBERTA																		
Calgary	542.8	2.2819	191.3	2.4024	2,703,547	3.2418	457,305	216,219	539,259	135,964	112,141	647,084	142,650	4,707	52,784	142	2.7252	119
Edmonton	597.9	2.5133	209.7	2.6328	2,830,603	3.3942	483,046	215,869	674,817	136,187	106,985	479,848	141,759	16,662	96,471	135	2.9628	118
BRITISH COLUMBIA																		
Vancouver	1,196.8	5.0314	444.2	5.5795	4,873,799	5.8440	987,107	528,210	979,029	195,831	182,336	927,341	270,572	19,291	190,920	116	5.6492	112
Victoria	218.7	.9196	86.9	1.0914	877,905	1.0527	179,225	75,237	206,489	37,252	34,112	135,100	47,434	3,321	26,500	114	1.0309	112
MANITOBA																		
Winnipeg	586.4	2.4658	215.0	2.7020	2,089,028	2.5047	489,037	194,768	454,377	75,382	51,706	413,912	85,217	8,365	57,244	102	2.4664	100
NEW BRUNSWICK																		
St. John	120.3	.5061	39.4	.4964	417,991	.5011	102,499	31,159	71,545	17,934	8,322	107,273	20,152	1,708	10,117	99	.4677	92
NEWFOUNDLAND																		
St. John's	146.0	.6140	40.6	.5100	558,631	.6698	129,201	35,330	96,343	33,597	19,875	119,316	45,951	1,116	24,456	109	.5723	93
NOVA SCOTIA																		
Halifax	273.2	1.1482	[illegible]	1.1520	1,006,361	1.2067	226,436	95,796	140,657	61,558	23,876	223,098	67,959	4,071	37,714	105	1.2062	105
ONTARIO																		
Hamilton	536.5	2.2557	188.4	2.3664	1,835,447	2.2008	475,960	141,092	286,261	83,022	70,231	335,712	129,605	11,012	62,255	98	2.3195	103
Kitchener	285.0	1.1979	98.4	1.2349	994,473	1.1925	206,449	75,794	161,900	51,450	40,596	240,400	67,764	4,645	21,329	100	1.2583	105
London	280.3	1.1784	102.3	1.2864	1,071,881	1.2852	255,540	101,162	167,947	55,023	37,465	199,465	73,000	4,441	22,385	109	1.2876	109
Oshawa	156.8	.6591	50.9	.6392	619,827	.7432	144,215	37,931	125,817	24,960	15,086	129,856	36,885	11,500	14,239	113	.7008	106
Ottawa-Hull	729.1	3.0657	260.1	3.2683	2,691,377	3.2269	677,045	258,478	432,995	123,964	94,788	465,749	155,681	26,401	65,567	105	3.4497	113
St. Catharines-Niagara	310.1	1.3032	107.1	1.3448	1,105,940	1.3261	277,828	103,205	138,993	62,311	41,551	219,390	78,087	5,236	30,413	102	1.3342	102
Sudbury	157.3	.6615	50.5	.6353	623,496	.7475	169,958	49,859	76,832	34,902	23,615	123,539	40,345	3,785	13,579	113	.6925	105
Thunder Bay	122.1	.5133	40.6	.5107	459,023	.5503	122,263	30,870	79,592	17,487	12,014	81,109	29,338	2,290	17,958	107	.5430	106
Toronto	2,866.9	12.0519	991.8	12.4547	10,619,314	12.7334	2,566,549	1,121,566	1,369,081	556,378	396,031	2,131,462	707,897	57,516	391,145	106	13.5070	112
Windsor	246.0	1.0344	87.1	1.0948	937,115	1.1236	222,563	90,005	141,971	53,394	45,685	177,714	58,275	4,585	30,212	109	1.1133	108
QUEBEC																		
Chicoutimi-Jonquière	126.7	.5326	37.4	.4702	406,748	.4877	119,733	26,208	45,080	30,247	21,001	81,749	21,235	1,788	7,347	92	.4735	89
Montréal	2,787.3	11.7187	994.6	12.4951	9,968,212	11.9524	2,747,564	1,062,473	1,194,343	557,538	386,335	1,827,001	524,636	156,813	217,143	102	11.8562	101
Québec	543.7	2.2863	180.8	2.2738	2,200,458	2.6383	553,868	207,416	275,493	136,613	91,885	432,139	101,202	30,156	46,989	115	2.4248	106
SASKATCHEWAN																		
Regina	160.6	.6752	56.3	.7073	730,519	.8759	133,896	48,284	138,874	26,697	29,946	189,142	35,912	4,486	21,273	130	.7234	107
Saskatoon	137.4	.5776	49.3	.6191	659,172	.7904	105,991	41,550	133,860	35,589	26,133	161,335	32,628	1,764	25,916	137	.6264	108
TOTAL ABOVE AREAS	**13,127.9**	**55.1918**	**4,614.5**	**57.9675**	**50,280,867**	**60.2892**	**11,833,278**	**4,788,481**	**7,931,555**	**2,543,280**	**1,871,715**	**9,848,734**	**2,914,184**	**385,659**	**1,483,958**	**109**	**59.3909**	**108**

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CENSUS METROPOLITAN AREA SUMMARIES OF 1979 EFFECTIVE BUYING INCOME

S&MM ESTIMATES

PROVINCE Census Metropolitan Area	EFFECTIVE BUYING INCOME—1979 Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	% of Households by EBI Group A	B	C	D	E
ALBERTA									
Calgary	4,603,075	2.5926	8,480	24,062	4.9	7.1	6.6	29.1	52.3
Edmonton	5,120,101	2.8838	8,563	24,416	4.3	6.1	5.5	24.3	59.8
BRITISH COLUMBIA									
Vancouver	10,260,941	5.7791	8,574	23,100	5.9	5.3	4.2	22.3	62.3
Victoria	1,886,417	1.0625	8,626	21,708	7.4	6.7	5.3	23.5	57.1
MANITOBA									
Winnipeg	4,338,900	2.4436	7,399	20,181	7.2	7.8	7.3	36.1	41.6
NEW BRUNSWICK									
St. John	767,975	.4325	6,384	19,492	5.8	9.1	9.4	33.4	42.3
NEWFOUNDLAND									
St. John's	882,755	.4971	6,046	21,743	6.6	10.8	10.5	32.5	39.6
NOVA SCOTIA									
Halifax	2,181,730	1.2289	7,986	23,766	4.0	8.1	8.3	30.9	48.7
ONTARIO									
Hamilton	4,289,561	2.4159	7,995	22,768	6.4	4.9	4.0	24.3	60.4
Kitchener	2,346,909	1.3219	8,235	23,851	4.3	6.5	6.3	33.2	49.7
London	2,366,224	1.3327	8,442	23,130	6.5	6.2	5.7	33.6	47.8
Oshawa	1,228,593	.6920	7,835	24,137	4.1	4.2	3.8	23.3	64.6
Ottawa-Hull	6,635,018	3.7369	9,100	25,509	4.4	5.4	5.2	26.1	58.9
St. Catharines-Niagara	2,399,378	1.3514	7,737	22,403	6.8	5.7	4.5	22.1	60.9
Sudbury	1,192,910	.6718	7,584	23,622	3.3	3.0	2.5	12.9	78.3
Thunder Bay	977,480	.5505	8,006	24,076	5.0	3.6	3.3	18.4	69.7
Toronto	25,838,895	14.5533	9,013	26,053	4.3	4.7	4.8	26.4	59.8
Windsor	2,021,774	1.1387	8,219	23,212	7.0	5.2	4.0	14.8	69.0
QUEBEC									
Chicoutimi-Jonquière	783,652	.4413	6,185	20,953	3.4	5.6	6.0	22.2	62.8
Montréal	21,045,780	11.8532	7,551	21,160	5.5	8.4	7.5	31.2	47.4
Québec	4,177,151	2.3525	7,683	23,104	4.2	7.1	7.2	29.2	52.3
SASKATCHEWAN									
Regina	1,156,230	.6512	7,199	20,537	5.2	6.7	6.8	28.9	52.4
Saskatoon	971,968	.5474	7,014	19,715	5.8	8.5	7.7	30.0	48.0
TOTAL ABOVE AREAS	**107,473,417**	**60.5308**	**8,187**	**23,290**	**5.2**	**6.3**	**5.9**	**27.4**	**55.2**

(A) $0–$4,999
(B) $5,000–$7,999
(C) $8,000–$9,999
(D) $10,000–$14,999
(E) $15,000 & Over

YUKON & NORTHWEST TERRITORIES

Yuk.-N.W.T.
S&MM ESTIMATES

County City	Metro Area Code	POPULATION 12/31/79 Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	RETAIL SALES BY STORE GROUP—1979 Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ ADVERTISING INDEXES Sales Activity	Buying Power	Quality
Baffin Region		7.1	.0299	1.4	.0176	15,928	.0191	2,014	1,661	8,293	284	352	118	0	0	0	64	.0209	70
Fort Smith Region		25.3	.1063	6.9	.0866	86,526	.1037	9,034	7,854	37,023	1,277	1,350	8,573	1,943	4,286	2,217	98	.1122	106
Inuvik Region		7.1	.0299	1.7	.0214	12,027	.0144	680	2,317	6,289	0	71	653	120	80	240	48	.0239	80
Keewatin Region		4.0	.0168	.8	.0100	10,671	.0128	0	0	8,548	0	27	77	0	0	0	76	.0115	68
Yukon Territory		21.7	.0912	6.8	.0854	95,131	.1141	21,545	6,094	20,607	1,444	1,067	25,876	5,360	0	1,752	125	.1108	121
Province Totals		65.2	.2741	17.6	.2210	220,283	.2641	33,273	17,926	80,760	3,005	2,867	35,297	7,423	4,366	4,209	96	.2793	102

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ESTIMATES

$$ EFFECTIVE BUYING INCOME—1979

% of Households by EBI Group
(A) $0–$4,999
(B) $5,000–$7,999
(C) $8,000–$9,999
(D) $10,000–$14,999
(E) $15,000 & Over

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Baf Region		32,660	.0184	4,600	23,329	13.3	7.4	4.1	11.1	64.1
For mith Region		212,650	.1198	8,405	30,819	6.7	5.3	4.0	14.2	69.8
Inu Region		48,225	.0271	6,792	28,368	7.9	6.9	5.1	16.6	63.5
Keewatin Region		15,192	.0086	3,798	18,990	23.6	11.0	5.6	11.9	47.9
Yukon Territory		207,239	.1167	9,550	30,476	4.4	4.1	3.2	12.2	76.1
Province Totals		515,966	.2906	7,914	29,316	7.2	5.4	3.9	13.3	70.2

BRITISH COLUMBIA

B.C.
ESTIMATES

POPULATION 12/31/79

RETAIL SALES BY STORE GROUP—1979

SALES/ADVERTISING INDEXES

County City	Metro Area Code	Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Alberni-Clayoquot		38.4	.1614	12.6	.1582	132,110	.1584	26,750	6,463	36,036	4,576	5,166	23,743	6,216	3,187	4,126	98	.1644	102
Bulkley-Nechako		32.4	.1362	9.6	.1206	104,462	.1253	28,468	6,181	13,032	4,111	2,081	20,543	8,433	3,229	2,680	92	.1276	94
Capital	535	231.4	.9728	91.4	1.1478	899,645	1.0788	187,241	77,090	209,006	37,691	34,639	137,089	49,606	3,526	27,600	111	1.0793	111
▲Victoria		58.3	.2451	29.9	.3755	601,841	.7217	77,442	51,719	174,531	31,688	27,430	109,849	19,857	756	12,534	294	.4174	170
Cariboo		52.5	.2207	16.2	.2035	202,000	.2422	46,784	17,631	24,960	8,788	3,866	51,040	15,990	2,298	4,521	110	.2151	97
Central Coast		4.3	.0181	1.2	.0150	8,530	.0102	2,772	460	1,633	189	350	106	787	95	264	56	.0128	71
Central Fraser Valley		96.3	.4048	31.4	.3944	285,689	.3426	69,465	13,553	11,337	15,745	16,550	85,127	21,903	2,073	13,404	85	.3351	83
Central Kootenay		50.9	.2140	18.3	.2298	165,339	.1982	47,046	11,995	22,188	5,990	5,078	27,204	11,246	2,302	7,064	93	.2016	94
Central Okanagan	509	83.3	.3502	29.7	.3730	295,491	.3543	73,006	19,224	35,617	15,958	13,575	54,536	18,992	2,618	15,217	101	.3482	99
△Kelowna		56.3	.2367	20.7	.2600	278,514	.3340	65,687	18,148	33,693	15,797	13,438	53,626	16,456	2,544	14,497	141	.2629	111
Columbia-Shuswap		35.2	.1479	12.2	.1532	128,426	.1540	21,256	15,646	20,407	5,370	3,011	23,619	16,511	2,797	3,194	104	.1519	103
Comox-Strathcona		65.6	.2758	22.3	.2800	234,109	.2808	66,551	15,968	26,517	11,621	8,880	39,318	16,686	3,435	9,580	102	.2812	102
Cowichan Valley		54.5	.2291	19.1	.2399	168,387	.2019	55,758	13,379	13,289	6,923	7,552	27,730	13,416	2,024	5,896	88	.2264	99
Dewdney-Alouette		56.6	.2379	18.3	.2298	155,932	.1869	33,494	9,496	22,120	6,627	4,336	43,587	10,368	1,162	7,088	79	.2096	88
East Kootenay		49.0	.2060	16.4	.2060	203,141	.2436	50,052	20,186	18,710	8,720	7,053	40,122	16,555	3,347	6,539	118	.2235	108
Fraser-Cheam		57.6	.2422	20.2	.2537	183,528	.2201	37,111	20,872	22,026	8,542	8,218	34,175	21,570	2,185	7,861	91	.2321	96
Fraser-Fort George	519	85.3	.3586	26.9	.3378	383,632	.4600	66,217	28,241	77,544	10,914	11,195	102,187	26,401	970	8,697	128	.4027	112
△Prince George		63.2	.2657	20.4	.2562	353,667	.4241	59,433	24,657	69,247	9,937	10,933	100,780	21,170	900	8,200	160	.3291	124
Greater Vancouver	534	1,108.6	4.6604	415.6	5.2193	4,619,704	5.5394	928,212	514,787	958,543	183,112	170,684	853,507	252,128	17,429	179,148	119	5.3338	114
New Westminster		35.1	.1476	17.0	.2135	317,970	.3813	26,694	18,892	89,735	10,803	7,063	113,220	8,488	658	6,920	258	.2393	162
North Vancouver		31.4	.1320	14.8	.1859	168,636	.2022	42,605	24,773	13,898	7,324	4,967	38,152	8,219	1,626	7,501	153	.1743	132

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B.C. (cont.)

ESTIMATES

County City	Metro Area Code	POPULATION 12/31/79 Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	RETAIL SALES BY STORE GROUP—1979 Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ ADVERTISING INDEXES Sales Activity	Buying Power	Q
Port Coquitlam		26.1	.1097	8.1	.1017	47,628	.0571	21,614	2,761	2,322	730	1,859	11,028	3,706	466	805	52	.0950	8
▲Vancouver		392.6	1.6504	164.6	2.0671	2,338,000	2.8035	409,527	309,326	440,162	109,446	103,980	482,170	98,582	6,402	97,142	170	2.1871	13
Kitimat-Stikine		**36.3**	**.1526**	**10.4**	**.1306**	**131,827**	**.1581**	**31,357**	**8,041**	**35,207**	**4,516**	**2,882**	**22,778**	**5,314**	**1,286**	**3,525**	**104**	**.1535**	**10**
Kootenay Boundary		**31.8**	**.1336**	**11.3**	**.1419**	**111,135**	**.1333**	**28,007**	**5,946**	**17,290**	**4,971**	**3,765**	**26,824**	**6,279**	**1,079**	**3,649**	**100**	**.1364**	**10**
Mount Waddington		**12.5**	**.0526**	**3.8**	**.0477**	**37,146**	**.0445**	**9,945**	**6,630**	**4,072**	**803**	**265**	**6,085**	**1,325**	**1,052**	**1,483**	**85**	**.0563**	**10**
Nanaimo		**72.8**	**.3060**	**27.0**	**.3391**	**313,518**	**.3759**	**77,017**	**28,450**	**40,556**	**12,531**	**9,533**	**64,818**	**21,191**	**2,613**	**12,111**	**123**	**.3337**	**10**
Nanaimo		44.5	.1871	16.2	.2034	258,075	.3095	59,917	23,734	38,536	10,767	7,912	57,052	14,781	1,173	9,324	165	.2302	12
North Okanagan		**55.0**	**.2312**	**18.7**	**.2348**	**214,628**	**.2574**	**45,702**	**13,443**	**28,936**	**7,235**	**7,377**	**56,149**	**10,839**	**2,722**	**10,340**	**111**	**.2252**	**9**
Okanagan-Similkameen		**62.7**	**.2636**	**23.8**	**.2989**	**245,374**	**.2942**	**61,667**	**27,759**	**19,764**	**11,683**	**7,681**	**46,736**	**18,915**	**5,232**	**11,121**	**112**	**.2693**	**10**
Penticton		25.4	.1068	10.0	.1256	150,818	.1808	33,427	15,233	12,843	7,898	5,972	33,792	11,021	1,210	7,059	169	.1311	12
Peace River-Liard		**46.7**	**.1963**	**14.3**	**.1796**	**185,124**	**.2220**	**34,593**	**16,878**	**27,380**	**4,721**	**6,271**	**46,881**	**13,546**	**1,026**	**5,112**	**113**	**.2039**	**104**
Powell River		**16.7**	**.0702**	**5.7**	**.0716**	**56,152**	**.0673**	**19,009**	**1,730**	**7,897**	**2,344**	**2,096**	**9,110**	**3,978**	**572**	**1,194**	**96**	**.0710**	**101**
Skeena-Queen Charlotte		**29.3**	**.1232**	**8.9**	**.1117**	**105,068**	**.1260**	**27,982**	**10,945**	**17,008**	**6,644**	**3,483**	**13,215**	**3,761**	**320**	**3,708**	**102**	**.1374**	**112**
Squamish-Lillooet		**18.7**	**.0786**	**6.3**	**.0792**	**65,520**	**.0786**	**15,136**	**16,410**	**3,110**	**1,703**	**832**	**12,348**	**5,134**	**905**	**2,888**	**100**	**.0799**	**102**
Stikine		**2.1**	**.0089**	**.7**	**.0087**	**2,473**	**.0030**	**866**	**0**	**694**	**0**	**13**	**30**	**241**	**0**	**110**	**34**	**.0075**	**84**
Sunshine Coast		**11.9**	**.0500**	**4.6**	**.0578**	**35,460**	**.0425**	**13,032**	**2,492**	**3,319**	**1,501**	**726**	**3,472**	**2,716**	**141**	**2,469**	**85**	**.0443**	**89**
Thompson-Nicola	**508**	**94.6**	**.3977**	**31.7**	**.3981**	**420,414**	**.5041**	**80,387**	**44,040**	**67,141**	**17,443**	**11,073**	**91,623**	**38,151**	**2,388**	**11,139**	**127**	**.4511**	**113**
△Kamloops		61.0	.2564	21.0	.2637	297,484	.3567	60,819	28,205	31,330	15,189	8,770	82,092	17,434	1,537	8,436	139	.3148	123
Province Totals		**2,593.0**	**10.9006**	**928.6**	**11.6617**	**10,093,964**	**12.1036**	**2,184,883**	**973,936**	**1,785,339**	**410,972**	**358,231**	**1,963,702**	**637,798**	**72,002**	**371,728**	**111**	**11.7148**	**107**

B.C.

ESTIMATES

County City	Metro Area Code	EFFECTIVE BUYING INCOME—1979 Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over A	B	C	D	E
Alberni-Clayoquot		**300,018**	**.1690**	**7,813**	**23,811**	**6.6**	**4.5**	**4.0**	**18.6**	**66.3**
Bulkley-Nechako		**223,094**	**.1256**	**6,886**	**23,239**	**5.8**	**8.0**	**6.6**	**23.9**	**55.7**
Capital	**535**	**1,992,507**	**1.1223**	**8,611**	**21,800**	**7.3**	**6.8**	**5.4**	**23.4**	**57.1**
▲Victoria		539,233	.3037	9,249	18,035	9.2	4.7	2.8	25.2	58.1
Cariboo		**348,888**	**.1965**	**6,645**	**21,536**	**6.9**	**7.7**	**5.2**	**18.5**	**61.7**
Central Coast		**21,655**	**.0122**	**5,036**	**18,046**	**12.6**	**9.9**	**6.9**	**17.3**	**53.3**
Central Fraser Valley		**537,486**	**.3027**	**5,581**	**17,117**	**7.5**	**7.0**	**5.3**	**19.9**	**60.3**
Central Kootenay		**353,232**	**.1990**	**6,940**	**19,302**	**10.4**	**11.8**	**8.0**	**22.5**	**47.3**
Central Okanagan	**509**	**609,899**	**.3435**	**7,322**	**20,535**	**7.8**	**9.1**	**6.8**	**22.3**	**54.0**
△Kelowna		409,500	.2306	7,274	19,783	9.1	9.0	7.1	25.4	49.4
Columbia-Shuswap		**270,348**	**.1522**	**7,680**	**22,160**	**7.6**	**7.3**	**4.2**	**14.2**	**66.7**
Comox-Strathcona		**503,703**	**.2837**	**7,678**	**22,588**	**7.7**	**6.8**	**5.0**	**25.7**	**54.8**
Cowichan Valley		**426,149**	**.2401**	**7,819**	**22,311**	**6.0**	**9.1**	**6.6**	**15.8**	**62.5**
Dewdney-Alouette		**375,978**	**.2117**	**6,643**	**20,545**	**9.2**	**8.6**	**5.7**	**18.4**	**58.1**
East Kootenay		**387,813**	**.2184**	**7,915**	**23,647**	**5.2**	**6.2**	**5.4**	**19.6**	**63.6**
Fraser-Cheam		**417,797**	**.2354**	**7,253**	**20,683**	**11.6**	**9.3**	**6.9**	**21.7**	**50.5**
Fraser-Fort George	**519**	**685,397**	**.3860**	**8,035**	**25,479**	**3.7**	**5.2**	**4.5**	**22.0**	**64.6**
△Prince George		528,265	.2975	8,359	25,895	3.7	4.8	4.2	23.2	64.1
Greater Vancouver	**534**	**9,728,948**	**5.4796**	**8,776**	**23,409**	**5.7**	**5.1**	**4.1**	**22.5**	**62.6**
New Westminster		338,621	.1907	9,647	19,919	10.1	6.6	4.4	18.6	60.3

County City	Metro Area Code	EFFECTIVE BUYING INCOME—1979 Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over A	B	C	D	E
North Vancouver		309,765	.1745	9,865	20,930	6.6	6.3	4.8	29.8	52.5
Port Coquitlam		198,471	.1118	7,604	24,503	3.7	5.1	5.7	32.2	53.3
▲Vancouver		3,607,553	2.0319	9,189	21,917	7.7	6.0	4.4	20.9	61.0
Kitimat-Stikine		**268,394**	**.1512**	**7,394**	**25,807**	**3.2**	**5.8**	**4.4**	**18.8**	**67.8**
Kootenay Boundary		**247,581**	**.1394**	**7,786**	**21,910**	**7.3**	**4.7**	**4.1**	**17.1**	**66.8**
Mount Waddington		**115,030**	**.0648**	**9,202**	**30,271**	**2.4**	**8.2**	**12.4**	**18.8**	**58.2**
Nanaimo		**567,219**	**.3195**	**7,791**	**21,008**	**7.7**	**9.4**	**5.8**	**22.6**	**54.5**
Nanaimo		354,936	.1999	7,976	21,910	6.7	8.1	3.6	21.4	60.2
North Okanagan		**361,206**	**.2034**	**6,567**	**19,316**	**10.1**	**9.7**	**6.9**	**20.1**	**53.2**
Okanagan-Similkameen		**455,693**	**.2567**	**7,268**	**19,147**	**11.8**	**10.5**	**5.9**	**22.6**	**49.2**
Penticton		197,066	.1110	7,759	19,707	12.0	8.9	6.9	24.5	47.7
Peace River-Liard		**348,071**	**.1960**	**7,453**	**24,341**	**5.8**	**6.0**	**4.0**	**27.0**	**57.2**
Powell River		**130,602**	**.0736**	**7,820**	**22,913**	**9.1**	**8.0**	**7.2**	**16.4**	**59.3**
Skeena-Queen Charlotte		**266,611**	**.1501**	**9,099**	**29,956**	**2.3**	**3.0**	**3.9**	**15.6**	**75.2**
Squamish-Lillooet		**144,218**	**.0813**	**7,712**	**22,892**	**4.9**	**8.2**	**9.2**	**14.0**	**63.7**
Stikine		**16,807**	**.0094**	**8,003**	**24,010**	**1.3**	**.4**	**1.0**	**14.9**	**82.4**
Sunshine Coast		**76,463**	**.0431**	**6,425**	**16,622**	**14.0**	**12.3**	**7.9**	**25.1**	**40.7**
Thompson-Nicola	**508**	**782,445**	**.4407**	**8,271**	**24,683**	**5.8**	**5.3**	**5.1**	**25.0**	**58.8**
△Kamloops		555,788	.3130	9,111	26,466	3.9	4.3	4.3	26.6	60.9
Province Totals		**20,963,252**	**11.8071**	**8,085**	**22,575**	**6.6**	**6.4**	**5.0**	**21.9**	**60.1**

ALBERTA

Alta.

ESTIMATES

County City	Metro Area Code	POPULATION 12/31/79 Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	RETAIL SALES BY STORE GROUP—1979 Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ ADVERTISING INDEXES Sales Activity	Buying Power	Quality
Division 1		**59.7**	**.2510**	**19.9**	**.2499**	**240,300**	**.2882**	**45,035**	**21,077**	**32,502**	**14,668**	**11,095**	**54,771**	**16,179**	**3,075**	**5,617**	**115**	**.2690**	**107**
Medicine Hat		42.8	.1799	15.0	.1884	212,144	.2544	38,161	18,651	31,005	13,697	10,662	49,879	10,616	1,863	5,219	141	.2046	114
Division 2		**99.5**	**.4183**	**32.5**	**.4081**	**444,798**	**.5333**	**75,318**	**32,206**	**74,828**	**24,002**	**18,707**	**121,886**	**20,056**	**3,273**	**10,637**	**127**	**.4628**	**111**
Lethbridge		48.4	.2035	17.4	.2185	315,913	.3788	53,029	22,640	61,007	20,581	15,672	68,500	11,466	2,127	8,308	186	.2717	134
Division 3		**33.9**	**.1425**	**9.7**	**.1219**	**93,601**	**.1123**	**15,698**	**9,345**	**14,462**	**4,351**	**4,369**	**22,856**	**6,067**	**2,599**	**2,889**	**79**	**.1233**	**87**
Division 4		**12.4**	**.0521**	**4.1**	**.0514**	**39,419**	**.0472**	**5,178**	**2,134**	**6,978**	**1,566**	**773**	**13,465**	**2,384**	**892**	**1,144**	**91**	**.0582**	**112**
Division 5		**35.1**	**.1476**	**10.7**	**.1344**	**98,938**	**.1187**	**15,229**	**8,270**	**17,767**	**3,864**	**1,968**	**25,442**	**7,490**	**3,054**	**3,914**	**80**	**.1446**	**96**
Division 6	**502**	**609.2**	**2.5610**	**211.4**	**2.6549**	**2,847,811**	**3.4148**	**480,537**	**230,165**	**561,908**	**147,153**	**115,168**	**686,852**	**157,153**	**9,769**	**54,515**	**133**	**2.9636**	**116**
▲Calgary		542.8	2.2819	191.3	2.4024	2,703,547	3.2418	457,305	216,219	539,259	135,964	112,141	647,084	142,650	4,707	52,784	142	2.7252	119
Division 7		**37.1**	**.1559**	**12.2**	**.1532**	**117,743**	**.1411**	**16,014**	**10,461**	**19,273**	**6,022**	**3,414**	**31,952**	**7,044**	**4,602**	**3,555**	**91**	**.1550**	**99**
Division 8		**110.5**	**.4645**	**35.4**	**.4445**	**472,260**	**.5663**	**59,198**	**31,013**	**75,933**	**17,561**	**11,972**	**150,293**	**30,452**	**7,361**	**12,972**	**122**	**.4978**	**107**
Red Deer		39.0	.1640	13.2	.1658	260,874	.3128	26,878	15,232	44,430	9,845	6,332	100,667	6,101	3,324	8,419	191	.2232	134
Division 9		**15.9**	**.0669**	**5.4**	**.0679**	**104,510**	**.1253**	**24,056**	**21,701**	**6,962**	**4,932**	**1,665**	**14,184**	**9,832**	**981**	**3,636**	**187**	**.0812**	**121**
Division 10		**73.2**	**.3077**	**24.3**	**.3051**	**233,837**	**.2804**	**33,895**	**18,234**	**41,222**	**11,914**	**6,559**	**64,082**	**14,341**	**4,875**	**6,212**	**91**	**.2935**	**95**
Division 11	**504**	**690.7**	**2.9036**	**236.2**	**2.9663**	**3,206,710**	**3.8452**	**504,742**	**216,046**	**679,714**	**137,937**	**109,535**	**805,413**	**154,688**	**20,256**	**98,372**	**132**	**3.3441**	**115**
▲Edmonton		475.5	1.9989	174.7	2.1940	2,465,732	2.9566	458,848	215,014	669,555	133,622	103,795	179,185	127,875	13,215	93,437	148	2.4877	124
St. Albert		39.0	.1640	11.1	.1394	27,301	.0327	4,725	695	865	993	901	8,456	2,278	221	1,327	20	.1328	81
Division 12		**71.4**	**.3002**	**20.3**	**.2550**	**206,157**	**.2472**	**37,287**	**11,998**	**46,245**	**6,254**	**5,275**	**52,181**	**10,988**	**4,408**	**6,542**	**82**	**.2901**	**97**
Division 13		**51.3**	**.2156**	**16.4**	**.2059**	**151,477**	**.1816**	**28,110**	**13,147**	**24,695**	**6,314**	**2,004**	**41,083**	**9,235**	**3,622**	**4,364**	**84**	**.2016**	**94**
Division 14		**20.3**	**.0854**	**6.5**	**.0816**	**86,447**	**.1037**	**16,276**	**17,499**	**11,296**	**2,967**	**1,647**	**15,916**	**6,763**	**2,154**	**3,310**	**121**	**.0887**	**104**
Division 15		**119.3**	**.5015**	**35.0**	**.4396**	**390,695**	**.4684**	**55,764**	**40,388**	**84,477**	**14,312**	**8,156**	**95,806**	**26,899**	**4,696**	**8,725**	**93**	**.4862**	**97**
Province Totals		**2,039.5**	**8.5738**	**680.0**	**8.5397**	**8,734,703**	**10.4737**	**1,412,337**	**683,684**	**1,698,262**	**403,817**	**302,307**	**2,196,182**	**479,571**	**75,617**	**226,404**	**122**	**9.4597**	**11**

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EFFECTIVE BUYING INCOME—1979

% of Households by EBI Group:
(A) $0-$4,999
(B) $5,000-$7,999
(C) $8,000-$9,999
(D) $10,000-$14,999
(E) $15,000 & Over

County / City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Division 1		469,623	.2645	7,866	23,599	4.6	6.9	5.9	23.2	59.4
Medicine Hat		327,671	.1846	7,656	21,845	4.4	7.4	6.2	22.8	59.2
Division 2		778,432	.4384	7,823	23,952	6.3	8.2	7.1	28.3	50.1
Lethbridge		416,715	.2347	8,610	23,949	5.8	7.9	7.3	30.7	48.3
Division 3		217,435	.1225	6,414	22,416	6.6	8.9	7.2	34.9	42.4
Division 4		118,686	.0668	9,571	28,948	4.8	8.0	6.0	13.1	68.1
Division 5		282,363	.1590	8,045	26,389	6.7	9.1	7.4	22.9	53.9
Division 6	502	5,067,487	2.8542	8,318	23,971	5.3	7.3	6.6	28.5	52.3
▲Calgary		4,603,075	2.5926	8,480	24,062	4.9	7.1	6.6	29.1	52.3
Division 7		289,036	.1628	7,791	23,691	7.9	10.1	8.3	23.8	49.9
Division 8		834,398	.4699	7,551	23,571	6.7	7.7	6.5	26.6	52.5
Red Deer		342,950	.1932	8,794	25,981	3.4	6.2	6.2	30.3	53.9
Division 9		107,417	.0605	6,756	19,892	5.6	7.5	4.1	15.3	[illegible]
Division 10		525,082	.2958	7,173	21,608	9.8	9.6	8.1	25.9	[illegible]
Division 11	504	5,716,571	3.2197	8,276	24,202	4.5	6.1	5.5	24.3	[illegible]
▲Edmonton		4,264,403	2.4018	8,968	24,410	4.4	6.2	5.5	24.1	[illegible]
St. Albert		320,346	.1804	8,214	28,860	1.2	3.5	4.1	27.8	[illegible]
Division 12		553,654	.3118	7,754	27,274	7.5	10.9	11.1	15.8	[illegible]
Division 13		369,026	.2079	7,193	22,502	7.7	6.7	6.6	19.3	[illegible]
Division 14		144,117	.0812	7,099	22,172	4.8	3.7	3.3	8.2	[illegible]
Division 15		871,320	.4907	7,304	24,895	5.5	6.3	5.2	16.1	[illegible]
Province Totals		16,344,647	9.2057	8,014	24,036	5.5	7.1	6.3	25.0	[illegible]

SASKATCHEWAN

Sask.
S&MM ESTIMATES

County / City	Metro Area Code	POPULATION 12/31/79: Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	RETAIL SALES BY STORE GROUP—1979: Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ADVERTISING INDEXES: Sales Activity	Buying Power	Quality
Division 1		33.5	.1408	11.6	.1456	104,397	.1251	15,453	7,288	22,799	2,356	3,675	29,095	6,208	1,962	3,566	89	.1419	101
Division 2		26.9	.1131	9.4	.1181	82,081	.0985	14,265	4,339	17,037	2,455	4,304	25,340	4,493	724	1,736	87	.1210	107
Division 3		20.2	.0849	7.1	.0891	54,745	.0656	8,181	3,008	10,542	1,547	1,230	17,404	3,054	1,384	2,289	77	.0919	108
Division 4		14.2	.0597	4.7	.0591	45,745	.0549	6,746	3,324	10,419	1,607	1,398	11,978	3,239	448	1,614	92	.0617	103
Division 5		41.5	.1745	14.3	.1796	123,099	.1476	32,833	8,903	18,221	3,121	3,032	24,886	8,915	3,020	4,734	85	.1561	89
Division 6	521	196.1	.8244	67.6	.8489	812,283	.9740	153,859	57,589	147,491	28,424	30,757	210,009	46,248	6,308	23,533	118	.8516	103
▲Regina		159.0	.6684	55.8	.7008	726,756	.8714	132,978	47,856	138,478	26,618	29,909	188,182	35,437	4,403	21,169	130	.7176	107
Division 7		50.8	.2135	17.9	.2248	204,502	.2452	53,768	10,416	39,833	5,807	7,885	42,940	10,021	2,793	3,654	115	.2213	104
Moose Jaw		32.8	.1379	12.2	.1532	149,593	.1794	25,331	7,473	31,038	5,436	7,477	38,701	5,356	1,777	3,132	130	.1521	110
Division 8		34.6	.1455	11.9	.1494	127,966	.1534	17,379	8,846	18,805	3,959	4,954	49,337	8,968	1,179	3,537	105	.1590	109
Division 9		47.6	.2001	16.6	.2085	146,763	.1760	24,859	10,628	30,536	6,801	5,672	40,042	9,208	1,929	3,133	88	.1787	89
Division 10		28.4	.1194	9.4	.1181	64,604	.0775	9,395	6,355	14,813	1,938	1,286	15,920	6,133	1,263	2,785	65	.0959	80
Division 11	526	173.2	.7281	60.2	.7560	738,859	.8859	122,531	49,524	145,807	37,907	26,423	185,780	41,294	3,703	27,941	122	.7605	104
▲Saskatoon		137.4	.5776	49.3	.6191	659,172	.7904	105,991	41,550	133,860	35,589	26,133	161,335	32,628	1,764	25,918	137	.6264	108
Division 12		26.7	.1122	8.9	.1117	64,182	.0770	13,973	5,331	11,095	1,981	2,524	13,626	4,698	893	1,505	69	.1090	97
Division 13		28.4	.1194	9.2	.1156	87,380	.1048	15,471	6,198	16,649	3,376	2,500	28,246	4,269	866	2,595	88	.1264	106
Division 14		50.2	.2110	16.5	.2072	152,740	.1831	22,772	7,806	32,749	6,814	4,597	52,140	7,802	1,275	4,807	87	.1796	85
Division 15		80.8	.3397	25.5	.3202	268,478	.3219	47,703	14,172	45,921	8,172	9,147	86,822	13,860	2,743	7,614	95	.3100	91
Prince Albert		30.2	.1270	10.3	.1294	147,191	.1765	27,995	6,627	23,143	6,568	7,964	43,320	6,727	298	4,262	139	.1364	107
Division 16		44.6	.1875	14.0	.1759	142,121	.17[illegible]	21,817	8,887	29,762	3,996	6,516	41,547	9,877	1,030	2,926	91	.1586	85
Division 17		38.8	.1631	11.5	.1444	100,958	.1210	17,541	4,524	27,939	3,213	3,213	25,113	6,160	590	2,706	74	.1314	81
Division 18		25.2	.1059	5.6	.0703	54,268	.0651	10,858	4,506	20,652	383	162	8,185	2,215	244	1,147	61	.0638	60
Province Totals		961.7	4.0428	321.9	4.0425	3,375,171	4.0471	609,404	221,644	661,070	123,857	119,275	908,410	196,662	32,354	101,822	100	3.9184	97

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$$ EFFECTIVE BUYING INCOME—1979

% of Households by EBI Group
(A) $0–$4,999
(B) $5,000–$7,999
(C) $8,000–$9,999
(D) $10,000–$14,999
(E) $15,000 & Over

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Division 1		270,969	.1526	8,089	23,359	7.2	9.2	6.0	24.7	52.9
Division 2		244,087	.1375	9,074	25,967	6.5	10.2	8.0	33.3	42.0
Division 3		195,946	.1103	9,700	27,598	8.7	10.8	8.6	27.1	44.8
Division 4		118,322	.0667	8,333	25,175	6.3	6.0	4.7	28.6	54.4
Division 5		273,279	.1539	6,585	19,110	8.7	12.6	7.3	17.5	53.9
Division 6	.521	1,400,981	.7890	7,144	20,725	5.8	7.1	7.0	29.3	50.8
▲Regina		1,144,966	.6449	7,201	20,519	5.2	6.6	6.8	28.8	52.6
Division 7		372,955	.2101	7,342	20,835	7.4	9.2	7.7	28.1	47.6
Moose Jaw		251,193	.1415	7,658	20,590	5.9	8.5	7.4	28.5	49.7
Division 8		297,950	.1678	8,611	25,038	5.5	10.1	8.2	27.0	49.2
Division 9		304,662	.1716	6,400	18,353	13.6	13.7	11.3	28.5	32.9
Division 10		173,492	.0977	6,109	18,457	17.5	12.6	11.3	28.1	30.5
Division 11	.526	1,239,495	.6981	7,156	20,590	6.5	8.8	7.5	29.6	47.6
▲Saskatoon		971,968	.5474	7,074	19,715	5.8	8.5	7.7	30.0	48.0
Division 12		225,269	.1269	8,437	25,311	10.0	7.5	5.6	18.4	58.5
Division 13		252,451	.1422	8,889	27,440	4.1	5.8	5.1	13.1	71.9
Division 14		292,932	.1650	5,835	17,753	8.3	10.8	8.9	19.3	52.7
Division 15		516,487	.2909	6,392	20,254	8.6	10.0	8.5	21.3	51.6
Prince Albert		206,019	.1160	6,822	20,002	7.4	7.6	7.0	21.9	56.1
Division 16		248,405	.1399	5,570	17,743	10.5	10.8	9.6	27.9	41.2
Division 17		221,943	.1250	5,720	19,299	9.9	11.2	10.8	26.1	42.0
Division 18		82,043	.0462	3,256	14,651	7.6	3.8	2.8	11.3	74.5
Province Totals		6,731,668	3.7914	7,000	20,912	7.8	9.3	7.8	26.1	49.0

MANITOBA

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County City	Metro Area Code	POPULATION 12/31/79: Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	RETAIL SALES BY STORE GROUP—1979: Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ ADVERTISING INDEXES: Sales Activity	Buying Power	Quality
Division 1		15.7	.0660	5.2	.0653	30,337	.0364	6,843	5,484	6,847	123	318	4,899	2,202	643	1,023	55	.0489	74
Division 2		36.3	.1526	10.2	.1281	86,738	.1040	10,756	6,365	9,444	2,773	2,625	41,628	3,478	1,424	2,349	68	.1203	79
Division 3		35.4	.1489	10.9	.1369	87,766	.1052	15,715	4,400	15,978	3,733	2,525	29,898	3,806	2,571	3,071	71	.1201	81
Division 4		11.3	.0475	3.8	.0477	14,659	.0176	4,377	1,234	1,829	423	821	3,392	760	403	515	37	.0366	77
Division 5		17.2	.0723	5.7	.0716	42,264	.0507	8,000	1,873	4,433	1,834	1,973	16,414	1,457	1,100	1,901	70	.0652	90
Division 6		10.8	.0454	3.5	.0440	25,761	.0308	6,687	2,461	4,043	1,234	871	5,547	1,714	456	998	68	.0403	89
Division 7		54.4	.2287	18.7	.2348	209,228	.2509	36,030	17,259	45,894	9,407	6,419	56,250	9,666	3,298	4,430	110	.2354	103
Brandon		35.9	.1509	13.1	.1645	154,156	.1848	24,715	9,966	34,421	8,246	4,780	45,479	4,225	1,261	4,064	122	.1592	106
Division 8		13.9	.0584	4.3	.0540	19,338	.0232	3,780	2,265	3,784	401	639	5,312	1,241	370	237	40	.0355	61
Division 9		22.1	.0929	6.9	.0866	65,870	.0790	13,723	8,223	8,894	2,871	1,918	17,092	3,332	792	1,734	85	.0876	94
Division 10		6.8	.0286	1.7	.0214	7,587	.0091	821	1,120	1,691	0	170	2,386	472	91	175	32	.0189	66
Division 11	.537	568.3	2.3890	209.6	2.6322	2,051,225	2.4596	480,195	189,863	452,021	74,135	50,241	403,572	83,223	7,486	55,240	103	2.4092	101
▲Winnipeg		568.3	2.3890	209.6	2.6322	2,051,225	2.4596	480,195	189,863	452,021	74,135	50,241	403,572	83,223	7,486	55,240	103	2.4092	101
Division 12		13.2	.0555	4.2	.0528	27,285	.0327	6,249	6,335	847	426	1,235	5,965	1,236	676	1,532	59	.0397	72
Division 13		30.5	.1282	9.4	.1180	59,529	.0714	19,866	2,818	3,239	3,408	2,298	10,544	4,243	1,642	4,253	56	.0973	76
Division 14		13.3	.0560	3.9	.0490	20,711	.0248	7,892	1,957	2,821	114	328	707	1,883	1,082	2,994	44	.0500	89
Division 15		24.5	.1029	8.7	.1093	68,615	.0823	12,441	4,038	12,515	3,259	1,225	21,359	4,022	2,725	3,328	80	.0834	81
Division 16		10.9	.0459	3.8	.0477	15,544	.0186	3,893	987	2,953	755	527	3,732	724	290	460	41	.0308	67
Division 17		27.9	.1173	9.7	.1218	83,100	.0997	16,047	5,057	18,785	2,977	2,494	24,015	4,474	718	1,679	85	.0951	81
Division 18		19.8	.0832	6.5	.0816	38,307	.0459	8,761	2,630	9,519	580	799	7,509	2,312	2,633	1,470	55	.0690	83
Division 19		12.2	.0513	2.4	.0302	19,421	.0233	3,813	2,335	6,769	258	268	3,190	865	537	273	45	.0293	57
Division 20		12.9	.0542	4.4	.0552	36,546	.0438	5,485	2,444	12,673	1,309	698	7,604	2,387	710	1,264	81	.0445	82
Division 21		24.4	.1026	7.3	.0917	84,316	.1011	14,688	5,851	23,302	4,714	2,642	14,774	2,851	1,384	3,054	99	.1100	107
Division 22		30.2	.1269	7.0	.0879	86,785	.1041	21,308	7,737	21,739	1,751	1,203	15,075	3,813	605	2,978	82	.1264	100
Division 23		15.1	.0635	3.7	.0465	25,976	.0311	4,042	3,014	13,835	381	260	2,191	466	129	354	49	.0557	88
Province Totals		1,027.1	4.3178	351.5	4.4143	3,206,908	3.8453	711,412	285,750	683,855	116,866	82,497	703,055	140,627	31,765	95,312	89	4.0492	94

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Man. S&MM ESTIMATES County City	Metro Area Code	EFFECTIVE BUYING INCOME—1979 Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over A	B	C	D	E
Division 1		**88,228**	**.0497**	**5,620**	**16,967**	**9.0**	**4.2**	**2.7**	**20.7**	**63.4**
Division 2		**208,217**	**.1173**	**5,736**	**20,413**	**9.0**	**9.2**	**8.3**	**27.5**	**46.0**
Division 3		**208,325**	**.1173**	**5,885**	**19,112**	**11.8**	**5.9**	**10.5**	**19.0**	**52.8**
Division 4		**77,541**	**.0437**	**6,862**	**20,406**	**9.6**	**9.9**	**9.4**	**13.3**	**57.8**
Division 5		**125,946**	**.0709**	**7,322**	**22,096**	**13.7**	**14.2**	**13.6**	**11.0**	**47.5**
Division 6		**77,907**	**.0439**	**7,214**	**22,259**	**8.1**	**12.1**	**9.9**	**34.1**	**35.8**
Division 7		**406,406**	**.2289**	**7,471**	**21,733**	**7.7**	**12.7**	**14.9**	**23.5**	**41.2**
Brandon		261,167	.1471	7,275	19,936	7.2	12.1	14.3	23.8	42.6
Division 8		**59,673**	**.0336**	**4,293**	**13,877**	**35.8**	**11.0**	**10.5**	**17.7**	**25.0**
Division 9		**160,658**	**.0905**	**7,270**	**23,284**	**6.3**	**9.0**	**11.3**	**29.8**	**43.6**
Division 10		**37,567**	**.0212**	**5,525**	**22,098**	**7.2**	**8.1**	**6.2**	**29.8**	**48.7**
Division 11	.537	**4,238,102**	**2.3870**	**7,458**	**20,220**	**7.1**	**7.8**	**7.3**	**36.2**	**41.6**
▲Winnipeg		4,238,102	2.3870	7,458	20,220	7.1	7.8	7.3	36.2	41.6
Division 12		**66,782**	**.0376**	**5,059**	**15,900**	**12.9**	**6.6**	**6.7**	**31.2**	**42.6**
Division 13		**178,564**	**.1006**	**5,855**	**18,996**	**8.9**	**7.1**	**5.6**	**42.9**	**35.5**
Division 14		**111,122**	**.0626**	**8,355**	**28,493**	**8.3**	**11.9**	**9.4**	**23.5**	**46.9**
Division 15		**135,629**	**.0763**	**5,536**	**15,590**	**16.4**	**14.2**	**10.1**	**24.7**	**34.6**
Division 16		**56,834**	**.0321**	**5,214**	**14,956**	**19.2**	**17.3**	**14.3**	**16.5**	**32.7**
Division 17		**148,288**	**.0835**	**5,315**	**15,287**	**10.7**	**22.8**	**9.8**	**29.9**	**26.8**
Division 18		**136,747**	**.0770**	**6,906**	**21,038**	**11.6**	**8.5**	**7.7**	**31.7**	**40.5**
Division 19		**42,921**	**.0242**	**3,518**	**17,884**	**11.8**	**13.8**	**6.8**	**15.1**	**52.5**
Division 20		**72,832**	**.0410**	**5,646**	**16,553**	**14.8**	**23.1**	**9.3**	**23.9**	**28.9**
Division 21		**209,729**	**.1181**	**8,595**	**28,730**	**2.5**	**6.4**	**7.3**	**14.6**	**69.2**
Division 22		**248,149**	**.1398**	**8,217**	**35,450**	**1.4**	**2.6**	**3.2**	**11.4**	**81.4**
Division 23		**119,616**	**.0674**	**7,922**	**32,329**	**2.0**	**4.6**	**4.7**	**17.8**	**70.9**
Province Totals		**7,215,783**	**4.0642**	**7,025**	**20,529**	**8.4**	**9.0**	**8.1**	**31.2**	**43.3**

ONTARIO

Ont. S&MM ESTIMATES County City	Metro Area Code	POPULATION 12/31/79 Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	RETAIL SALES BY STORE GROUP—1979 Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ ADVERTISING INDEXES Sales Activity	Buying Power	Qua
Algoma Terr. Dist.	.52	**133.3**	**.5603**	**41.8**	**.5250**	**427,870**	**.5130**	**112,472**	**37,789**	**67,839**	**19,004**	**14,258**	**62,020**	**33,005**	**3,682**	**11,389**	**92**	**.5395**	**96**
△Sault Ste. Marie		81.0	.3405	26.3	.3303	311,990	.3741	81,135	22,713	51,816	15,669	11,660	50,977	17,703	2,078	7,941	110	.3654	[illegible]
Brant	.501	**105.5**	**.4436**	**36.5**	**.4583**	**323,629**	**.3881**	**80,637**	**23,147**	**40,842**	**19,376**	**17,914**	**64,519**	**22,025**	**1,857**	**7,952**	**87**	**.4497**	**101**
△Brantford		71.9	.3023	26.2	.3290	240,640	.2885	67,380	17,482	24,210	16,485	11,575	52,342	13,137	1,276	5,846	95	.3211	106
Bruce		**65.2**	**.2740**	**21.2**	**.2663**	**187,882**	**.2253**	**45,703**	**16,646**	**13,499**	**8,034**	**8,057**	**38,575**	**17,050**	**4,594**	**6,932**	**82**	**.2521**	**92**
Cochrane Terr. Dist.		**96.8**	**.4070**	**30.1**	**.3780**	**313,537**	**.3759**	**83,316**	**25,088**	**40,834**	**17,715**	**12,053**	**58,738**	**20,338**	**4,621**	**8,860**	**92**	**.3728**	**92**
Timmins		45.8	.1925	15.3	.1921	144,767	.1736	44,670	11,799	15,231	10,220	6,651	23,607	7,145	1,746	4,120	90	.1716	89
Dufferin		**31.1**	**.1307**	**9.4**	**.1180**	**89,857**	**.1078**	**25,583**	**6,483**	**5,539**	**4,315**	**3,400**	**20,586**	**9,039**	**1,005**	**2,929**	**82**	**.1220**	**93**
Dundas		**19.[illegible]**	**.0816**	**6.2**	**.0779**	**55,830**	**.0669**	**11,654**	**4,600**	**3,495**	**1,483**	**1,418**	**17,799**	**8,419**	**360**	**1,101**	**82**	**.0781**	**96**
Durham Reg. Mun.	.516	**289.7**	**1.2178**	**91.0**	**1.1428**	**912,111**	**1.0937**	**215,240**	**63,628**	**145,166**	**31,447**	**22,357**	**180,515**	**70,291**	**17,048**	**23,403**	**90**	**1.2187**	**100**
Ajax		25.3	.1064	7.9	.0992	66,087	.0792	22,774	4,301	8,460	2,614	2,146	11,009	3,904	417	2,028	74	.1070	101
Newcastle		38.3	.1610	11.3	.1419	85,904	.1030	24,456	9,249	4,842	2,310	2,893	21,480	7,580	570	2,552	64	.1359	84
△Oshawa		124.3	.5225	40.7	.5111	450,875	.5406	105,554	28,998	95,331	21,639	12,628	82,830	19,467	9,697	10,549	103	.5375	103
Pickering		31.4	.1320	9.1	.1143	33,802	.0405	11,111	4,081	1,377	449	1,261	4,867	1,637	96	1,741	31	.1117	85
Whitby		32.5	.1366	10.2	.1281	168,952	.2026	38,661	8,933	30,486	3,321	2,458	47,026	19,418	1,803	3,690	148	.1633	120
Elgin		**71.4**	**.3002**	**23.7**	**.2976**	**208,785**	**.2504**	**48,517**	**15,206**	**15,139**	**8,824**	**7,741**	**61,179**	**19,718**	**1,785**	**4,655**	**83**	**.2833**	**94**
St. Thomas		28.7	.1207	10.5	.1319	117,059	.1404	28,767	7,585	10,515	6,349	4,197	31,918	6,274	758	3,036	116	.1317	109
Essex	.536	**312.8**	**1.3149**	**107.4**	**1.3488**	**1,076,418**	**1.2907**	**256,080**	**101,325**	**149,500**	**58,099**	**52,042**	**214,093**	**69,346**	**6,575**	**35,359**	**98**	**1.3513**	**103**
▲Windsor		191.7	.8059	70.7	.8879	823,601	.9876	195,252	80,782	135,837	49,561	40,505	148,071	49,254	2,965	26,018	123	.9195	114
Frontenac	.510	**110.8**	**.4658**	**38.5**	**.4835**	**420,272**	**.5040**	**98,621**	**27,826**	**64,803**	**22,108**	**16,643**	**80,078**	**36,095**	**1,521**	**12,984**	**108**	**.4924**	**106**
△Kingston		53.7	.2257	22.0	.2763	281,396	.3374	69,040	25,529	33,950	20,995	12,974	48,160	18,237	1,211	9,819	149	.2886	128
Glengarry		**21.0**	**.0883**	**6.5**	**.0816**	**46,040**	**.0552**	**10,475**	**5,290**	**2,231**	**1,966**	**987**	**12,457**	**4,905**	**696**	**1,137**	**63**	**.0693**	**78**
Grenville		**28.3**	**.1190**	**9.3**	**.1168**	**72,468**	**.0869**	**18,092**	**6,372**	**6,723**	**2,759**	**3,909**	**14,690**	**8,031**	**994**	**2,029**	**73**	**.0959**	**81**
Grey		**75.4**	**.3170**	**25.8**	**.3240**	**247,496**	**.2967**	**57,082**	**16,006**	**29,316**	**11,970**	**12,100**	**56,743**	**21,003**	**4,464**	**8,720**	**94**	**.2883**	**91**

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ESTIMATES

		POPULATION 12/31/79				RETAIL SALES BY STORE GROUP—1979											SALES/ ADVERTISING INDEXES		
unty y	Metro Area Code	Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
dimand-Norfolk Reg. Mun.		**88.9**	**.3737**	**29.2**	**.3668**	**271,492**	**.3256**	**65,920**	**19,623**	**18,178**	**11,902**	**11,160**	**78,264**	**19,219**	**3,770**	**7,500**	**87**	**.3448**	**92**
burton		**11.5**	**.0483**	**4.1**	**.0514**	**38,652**	**.0463**	**8,747**	**460**	**6,001**	**1,098**	**1,099**	**7,338**	**4,830**	**198**	**1,731**	**96**	**.0453**	**94**
ton Reg. Mun.	**.532**	**241.7**	**1.0161**	**77.7**	**.9758**	**832,285**	**.9980**	**200,020**	**64,181**	**78,838**	**39,657**	**26,386**	**218,751**	**63,922**	**5,264**	**34,813**	**98**	**1.1669**	**115**
lington		110.2	.4633	36.4	.4571	392,423	.4705	99,391	25,942	51,355	20,607	10,115	93,726	29,192	1,961	15,573	102	.5319	115
lton Hills		34.2	.1438	10.4	.1306	94,980	.1139	21,827	10,856	5,999	4,268	4,170	27,773	4,332	832	3,902	79	.1538	107
lton		25.8	.1085	8.0	.1005	54,304	.0651	12,096	5,379	1,219	2,519	853	19,138	5,145	188	2,081	60	.1109	102
kville		71.5	.3006	22.9	.2876	290,578	.3484	66,706	22,004	20,265	12,263	11,248	78,114	25,253	2,283	13,257	116	.3705	123
milton-Wentworth Reg. Mun.	**.507**	**411.0**	**1.7278**	**147.3**	**1.8499**	**1,412,811**	**1.6941**	**369,953**	**110,979**	**233,957**	**61,886**	**59,064**	**235,483**	**97,720**	**8,583**	**45,287**	**98**	**1.7277**	**100**
amilton		312.0	1.3116	116.4	1.4618	1,215,763	1.4578	285,089	95,644	220,378	56,579	54,368	220,570	80,517	6,472	36,043	111	1.3657	104
oney Creek		32.2	.1354	10.5	.1319	65,857	.0790	25,724	10,230	1,267	1,146	1,056	13,530	5,197	198	1,825	58	.1163	86
stings		**107.6**	**.4523**	**36.5**	**.4584**	**406,817**	**.4878**	**91,812**	**27,180**	**45,609**	**17,725**	**14,043**	**106,957**	**30,592**	**2,793**	**12,006**	**108**	**.4590**	**101**
lleville		35.2	.1480	13.3	.1670	191,032	.2291	41,720	13,364	18,610	10,843	9,427	50,848	8,986	1,203	6,382	155	.1802	122
ron		**57.3**	**.2409**	**18.8**	**.2361**	**181,125**	**.2172**	**38,043**	**10,932**	**16,603**	**6,896**	**6,984**	**59,414**	**10,246**	**2,773**	**4,276**	**90**	**.2164**	**90**
nora Terr. Dist.		**57.3**	**.2409**	**16.7**	**.2097**	**197,433**	**.2367**	**51,817**	**12,966**	**32,154**	**6,333**	**4,324**	**27,918**	**17,057**	**1,946**	**3,984**	**98**	**.2136**	**89**
Kent		**108.8**	**.4574**	**36.4**	**.4571**	**375,253**	**.4500**	**86,843**	**28,093**	**41,796**	**18,481**	**19,432**	**82,842**	**32,540**	**2,701**	**18,436**	**98**	**.4511**	**99**
hatham		40.8	.1715	14.6	.1834	197,842	.2372	44,052	18,287	32,822	12,295	10,195	37,064	10,670	859	9,769	138	.2004	117
mbton	**.525**	**126.9**	**.5334**	**42.4**	**.5325**	**405,797**	**.4866**	**95,256**	**33,085**	**55,734**	**19,601**	**15,285**	**87,557**	**28,488**	**2,796**	**11,880**	**91**	**.5491**	**103**
Sarnia		53.9	.2266	19.7	.2474	218,709	.2623	51,890	14,343	28,514	12,608	11,357	58,095	11,494	971	4,847	116	.2689	119
Lanark		**43.3**	**.1820**	**14.7**	**.1846**	**147,879**	**.1773**	**31,489**	**9,102**	**14,132**	**6,857**	**4,477**	**40,475**	**14,146**	**2,307**	**4,643**	**97**	**.1753**	**96**
Leeds		**52.5**	**.2207**	**17.8**	**.2235**	**188,843**	**.2264**	**39,579**	**17,514**	**18,851**	**6,766**	**6,962**	**41,202**	**20,297**	**2,351**	**6,590**	**103**	**.2253**	**102**
Lennox & Addington		**37.0**	**.1556**	**11.5**	**.1445**	**84,511**	**.1014**	**21,077**	**6,495**	**8,078**	**3,406**	**2,557**	**17,127**	**12,123**	**983**	**2,746**	**65**	**.1280**	**82**
Manitoulin Terr. Dist.		**11.8**	**.0496**	**3.6**	**.0452**	**34,027**	**.0408**	**4,980**	**1,307**	**7,558**	**356**	**929**	**7,288**	**3,369**	**871**	**1,396**	**82**	**.0335**	**68**
Middlesex	**.512**	**315.0**	**1.3242**	**112.6**	**1.4140**	**1,160,328**	**1.3913**	**277,023**	**105,106**	**178,511**	**56,882**	**40,652**	**220,174**	**82,449**	**5,673**	**26,116**	**105**	**1.4130**	**107**
▲London		249.3	1.0480	93.2	1.1704	996,237	1.1946	237,695	97,056	160,232	53,321	34,690	180,134	64,161	3,441	19,664	114	1.1760	112
Muskoka Dist. Mun.		**38.5**	**.1619**	**13.3**	**.1671**	**169,052**	**.2027**	**45,586**	**16,097**	**14,296**	**6,412**	**4,793**	**28,475**	**18,569**	**2,188**	**5,710**	**125**	**.1610**	**99**
Niagara Reg. Mun.	**.522**	**373.4**	**1.5697**	**127.6**	**1.6024**	**1,255,801**	**1.5058**	**314,052**	**126,353**	**145,237**	**65,830**	**47,446**	**248,858**	**89,413**	**6,893**	**36,912**	**96**	**1.5850**	**101**
Fort Erie		24.3	.1022	8.5	.1067	73,115	.0877	19,417	12,553	3,832	2,176	3,223	12,950	4,484	466	2,954	86	.0985	96
▲Niagara Falls		70.0	.2943	24.6	.3089	278,547	.3340	68,380	43,778	24,559	12,057	10,189	48,890	17,296	1,095	10,531	113	.3107	106
Port Colborne		19.7	.0828	6.7	.0841	68,654	.0823	22,677	4,970	7,238	3,479	2,294	12,898	4,515	334	2,124	99	.0823	99
▲St. Catharines		132.3	.5562	46.8	.5877	501,448	.6013	123,129	31,321	90,257	35,442	17,677	97,424	33,937	2,175	8,206	108	.5844	105
Welland		44.8	.1883	15.7	.1972	172,466	.2068	45,064	11,424	14,272	9,847	8,436	41,920	14,775	315	5,632	110	.1884	100
Nipissing Terr. Dist.	**.515**	**80.5**	**.3384**	**25.6**	**.3215**	**291,704**	**.3498**	**67,947**	**28,284**	**40,757**	**12,674**	**10,266**	**61,172**	**24,525**	**2,133**	**6,327**	**103**	**.3243**	**96**
△North Bay		51.3	.2157	16.9	.2122	210,613	.2525	49,982	17,563	32,841	9,005	8,214	44,221	15,809	1,550	4,498	117	.2256	105
Northumberland		**68.4**	**.2875**	**23.0**	**.2889**	**202,899**	**.2433**	**50,955**	**16,631**	**17,923**	**7,714**	**8,173**	**36,959**	**27,447**	**2,443**	**3,905**	**85**	**.2563**	**89**

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Ont. (cont.) S&MM ESTIMATES		POPULATION 12/31/79						RETAIL SALES BY STORE GROUP—1979									SALES/ ADVERTISI INDEXES		
County City	Metro Area Code	Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	a-
Ottawa-Carleton Reg. Mun.	.517	**545.6**	**2.2937**	**199.9**	**2.5104**	**2,173,979**	**2.6068**	**509,222**	**201,917**	**383,263**	**107,364**	**75,998**	**367,540**	**123,721**	**17,366**	**57,132**	**114**	**2.7039**	18
▲Ottawa		303.9	1.2776	127.4	1.5999	1,636,513	1.9623	339,305	168,502	290,878	101,947	60,391	300,313	70,007	5,605	40,664	154	1.6540	29
Oxford		**84.8**	**.3564**	**28.0**	**.3516**	**271,071**	**.3250**	**57,879**	**18,692**	**27,400**	**11,200**	**12,164**	**79,744**	**23,799**	**2,608**	**5,672**	**91**	**.3432**	96
Woodstock		27.0	.1135	9.9	.1243	126,189	.1513	30,986	7,674	15,707	6,163	4,612	33,156	7,983	892	2,889	133	.1326	17
Parry Sound Terr. Dist.		**35.4**	**.1489**	**11.8**	**.1482**	**133,013**	**.1595**	**31,567**	**8,850**	**9,351**	**2,967**	**3,506**	**29,604**	**18,370**	**2,129**	**2,748**	**107**	**.1291**	87
Peel Reg. Mun.	.532	**458.7**	**1.9283**	**141.3**	**1.7745**	**1,454,105**	**1.7436**	**382,456**	**141,710**	**101,459**	**50,312**	**51,977**	**331,986**	**138,229**	**9,494**	**58,175**	**90**	**2.0188**	05
Brampton		127.0	.5339	37.3	.4684	480,426	.5761	129,086	29,457	39,650	19,936	16,083	118,665	49,740	2,950	19,801	108	.5856	10
Caledon		24.0	.1009	7.3	.0917	57,433	.0689	17,375	4,442	3,303	1,267	1,477	11,626	4,677	247	3,144	68	.0896	89
Mississauga		307.7	1.2935	96.7	1.2144	916,246	1.0987	235,995	107,811	58,506	29,109	34,417	201,695	83,812	6,297	35,230	85	.3438	04
Perth		**67.6**	**.2841**	**22.5**	**.2826**	**174,518**	**.2093**	**51,114**	**14,332**	**22,851**	**10,465**	**8,086**	**9,873**	**19,925**	**1,772**	**5,245**	**74**	**.2530**	89
Stratford		26.1	.1097	9.7	.1218	99,398	.1192	29,587	8,246	16,667	5,619	3,676	4,478	8,643	700	3,211	109	.1175	07
Peterborough	.518	**100.6**	**.4230**	**34.4**	**.4320**	**370,088**	**.4438**	**89,352**	**29,401**	**49,116**	**17,113**	**15,884**	**76,168**	**24,976**	**2,109**	**8,978**	**105**	**.4118**	97
△Peterborough		60.0	.2522	21.8	.2738	296,162	.3551	74,476	17,114	44,909	16,339	13,390	60,910	13,027	1,883	7,222	141	.2863	14
Prescott		**29.9**	**.1256**	**9.2**	**.1155**	**91,599**	**.098**	**20,038**	**9,628**	**11,563**	**6,295**	**3,464**	**17,260**	**8,795**	**1,344**	**1,071**	**87**	**.1028**	82
Prince Edward		**23.4**	**.0984**	**7.5**	**.0942**	**55,559**	**.0666**	**15,274**	**2,943**	**3,636**	**1,908**	**1,258**	**16,446**	**5,405**	**626**	**1,099**	**68**	**.0767**	78
Rainy River Terr. Dist.		**25.3**	**.1064**	**8.3**	**.1042**	**82,499**	**.0989**	**21,864**	**6,097**	**7,549**	**3,989**	**3,489**	**17,224**	**6,225**	**655**	**2,380**	**93**	**.1054**	99
Renfrew		**88.4**	**.3716**	**28.4**	**.3567**	**274,435**	**.3291**	**68,766**	**10,957**	**27,985**	**13,914**	**8,748**	**71,635**	**23,785**	**2,463**	**9,584**	**89**	**.3324**	89
Russell	.517	**23.1**	**.0971**	**6.7**	**.0841**	**63,729**	**.0764**	**13,391**	**4,784**	**10,239**	**1,520**	**3,463**	**20,015**	**3,374**	**330**	**514**	**79**	**.0861**	89
Simcoe		**222.1**	**.9337**	**72.1**	**.9055**	**792,763**	**.9506**	**180,184**	**70,016**	**85,292**	**26,142**	**29,767**	**173,029**	**72,653**	**11,361**	**24,464**	**102**	**.9288**	99
Barrie		37.3	.1568	13.0	.1633	225,864	.2708	47,831	13,520	26,036	8,125	9,115	67,537	14,810	1,794	6,370	173	.2029	29
Orillia		24.5	.1030	8.5	.1067	135,821	.1629	33,782	10,348	17,792	5,641	6,092	25,857	8,962	1,195	4,552	158	.1282	24
Stormont		**62.4**	**.2623**	**20.9**	**.2625**	**207,673**	**.2490**	**51,241**	**16,534**	**28,120**	**10,005**	**9,179**	**38,477**	**15,569**	**609**	**5,846**	**95**	**.2340**	89
Cornwall		46.4	.1951	16.2	.2034	184,298	.2210	47,740	13,487	25,950	9,851	7,770	34,214	11,322	404	5,314	113	.1866	96
Sudbury Reg. Mun.	.529	**168.3**	**.7075**	**53.6**	**.6731**	**644,554**	**.7729**	**175,949**	**52,421**	**77,548**	**35,586**	**24,563**	**127,717**	**42,675**	**4,013**	**14,203**	**109**	**.7293**	103
▲Sudbury		96.6	.4061	33.8	.4245	505,612	.6063	136,325	35,683	72,438	31,100	18,405	100,554	27,192	2,508	10,100	149	.4881	120
Sudbury Terr. Dist.		**29.5**	**.1240**	**9.1**	**.1143**	**68,444**	**.0821**	**21,679**	**4,775**	**11,109**	**1,774**	**1,028**	**4,797**	**10,073**	**956**	**1,798**	**66**	**.0951**	77
Thunder Bay Terr. Dist.	.531	**154.8**	**.6508**	**50.2**	**.6304**	**543,825**	**.6521**	**136,973**	**42,069**	**94,088**	**19,087**	**14,026**	**95,019**	**41,738**	**2,625**	**19,599**	**100**	**.6657**	102
▲Thunder Bay		114.0	.4792	38.3	.4810	437,956	.5251	118,609	28,088	75,991	17,090	11,515	77,654	26,258	2,208	17,551	110	.5126	107
Timiskaming Terr. Dist.		**39.9**	**.1677**	**13.4**	**.1683**	**117,576**	**.1410**	**34,913**	**9,381**	**9,974**	**6,550**	**3,567**	**23,276**	**10,399**	**1,488**	**3,310**	**84**	**.1426**	85
Toronto Met. Mun.	.532	**2,074.4**	**8.7205**	**748.4**	**9.3987**	**8,024,394**	**9.6219**	**1,908,859**	**907,623**	**1,204,494**	**469,234**	**303,250**	**1,458,225**	**465,615**	**40,427**	**283,286**	**110**	**10.0029**	115
▲Toronto		580.8	2.4416	237.0	2.9763	3,322,690	3.9842	694,100	481,786	604,587	239,722	143,919	447,951	110,075	16,385	97,015	163	3.2872	135
Victoria		**50.0**	**.2102**	**17.3**	**.2173**	**171,455**	**.2056**	**46,945**	**12,395**	**12,183**	**6,213**	**8,080**	**34,732**	**13,281**	**2,694**	**5,095**	**98**	**.1924**	92
Waterloo Reg. Mun.	.511	**302.2**	**1.2704**	**103.3**	**1.2972**	**1,052,662**	**1.2622**	**218,088**	**80,103**	**170,485**	**52,502**	**42,950**	**255,314**	**76,625**	**5,576**	**21,634**	**99**	**1.3232**	104
△Cambridge		74.7	.3140	24.7	.3102	239,267	.2869	59,495	23,517	15,304	10,912	9,784	65,453	15,810	1,217	6,517	91	.3052	97
▲Kitchener		137.2	.5768	49.0	.6154	519,085	.6224	89,501	33,876	109,844	33,212	22,665	123,957	32,002	1,260	10,980	108	.6326	110
Waterloo		51.4	.2161	18.4	.2311	163,253	.1958	42,876	13,003	36,000	6,007	5,198	32,313	8,854	1,000	3,449	91	.2392	111
Wellington	.505	**127.0**	**.5339**	**42.3**	**.5313**	**401,442**	**.4814**	**100,014**	**27,989**	**44,231**	**19,064**	**14,957**	**87,194**	**35,826**	**2,516**	**14,543**	**90**	**.5237**	98
△Guelph		68.7	.2888	24.5	.3077	270,621	.3245	76,289	15,852	32,988	15,365	9,650	56,776	17,158	603	9,314	112	.3155	109
York Reg. Mun.	.532	**224.3**	**.9429**	**67.8**	**.8514**	**824,027**	**.9881**	**185,473**	**47,932**	**34,937**	**22,823**	**28,115**	**278,619**	**80,260**	**5,087**	**36,074**	**105**	**.9726**	103
Markham		72.3	.3039	21.5	.2700	187,784	.2252	60,741	7,340	10,072	6,304	7,092	48,363	17,474	1,407	7,258	74	.3199	105
Newmarket		28.6	.1202	8.6	.1080	108,823	.1305	34,641	4,361	11,146	4,794	3,515	22,078	8,126	682	4,814	109	.1207	100
Richmond Hill		34.5	.1450	10.9	.1369	178,228	.2137	38,760	7,392	4,659	5,480	8,189	59,560	21,479	1,632	7,811	147	.1694	117
Province Totals		8,529.8	35.8580	2,902.6	36.4520	30,032,314	36.0114	7,245,812	2,704,349	3,986,012	1,453,603	1,124,430	6,102,140	2,197,535	224,116	944,167	100	37.4625	104

Need to know more? Go deeper? Develop a finer analysis?
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Ont. S&MM ESTIMATES		EFFECTIVE BUYING INCOME—1979				% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Algoma Terr. Dist.	.527	**971,491**	**.5472**	**7,288**	**23,241**	**4.2**	**2.8**	**2.3**	**10.1**	**80.6**
△Sault Ste. Marie		657,282	.3702	8,115	24,992	3.3	2.8	2.1	9.6	82.2
Brant	.501	**868,584**	**.4892**	**8,233**	**23,797**	**5.8**	**5.9**	**5.3**	**29.8**	**53.2**
△Brantford		618,108	.3481	8,597	23,592	5.5	6.3	5.1	29.9	53.2
Bruce		**460,451**	**.2593**	**7,062**	**21,719**	**11.8**	**10.3**	**9.1**	**18.9**	**49.9**
Cochrane Terr. Dist.		**634,224**	**.3572**	**6,552**	**21,071**	**6.6**	**4.0**	**3.4**	**14.0**	**72.0**
Timmins		287,485	.1619	6,277	18,790	9.0	5.4	3.5	21.8	60.3
Dufferin		**225,260**	**.1269**	**7,243**	**23,964**	**4.9**	**5.6**	**5.5**	**13.9**	**70.1**
Dundas		**148,166**	**.0835**	**7,637**	**23,898**	**3.7**	**5.9**	**4.5**	**19.6**	**66.3**
Durham Reg. Mun.	.516	**2,297,724**	**1.2941**	**7,931**	**25,250**	**3.7**	**4.1**	**3.4**	**21.4**	**67.4**
Ajax		219,909	.1239	8,692	27,837	1.5	2.4	2.5	20.2	73.4
Newcastle		258,349	.1455	6,745	22,863	4.4	4.7	3.7	28.5	58.7
△Oshawa		961,608	.5416	7,736	23,627	4.4	4.3	4.0	24.7	62.6
Pickering		259,758	.1463	8,273	28,545	1.8	2.9	2.9	20.5	71.9
Whitby		268,985	.1504	8,215	26,175	2.9	3.8	2.9	17.6	[illegible]
Elgin		**525,954**	**.2962**	**7,366**	**22,192**	**7.7**	**7.0**	**6.4**	**28.5**	[illegible]
St. Thomas		232,288	.1308	8,094	22,123	6.5	7.1	6.3	29.9	[illegible]
Essex	.536	**2,489,558**	**1.4022**	**7,959**	**23,180**	**6.8**	**5.4**	**4.0**	**15.1**	[illegible]
▲Windsor		1,640,586	.9240	8,558	23,205	7.1	5.0	3.9	14.5	[illegible]
Frontenac	.510	**880,972**	**.4962**	**7,951**	**22,882**	**7.1**	**7.8**	**6.6**	**26.5**	[illegible]
△Kingston		505,144	.2845	9,407	22,961	7.9	8.9	6.7	28.6	[illegible]
Glengarry		**124,360**	**.0700**	**5,922**	**19,132**	**14.2**	**9.4**	**9.5**	**24.1**	[illegible]
Grenville		**163,461**	**.0921**	**5,776**	**17,576**	**3.8**	**3.5**	**3.1**	**36.6**	[illegible]
Grey		**482,596**	**.2718**	**6,400**	**18,705**	**12.3**	**9.8**	**9.7**	**31.7**	[illegible]
Haldimand-Norfolk Reg. Mun.		**612,242**	**.3449**	**6,887**	**20,967**	**7.8**	**9.5**	**7.7**	**29.7**	[illegible]
Haliburton		**76,810**	**.0432**	**6,679**	**18,734**	**15.9**	**17.7**	**14.6**	**19.0**	[illegible]
Halton Reg. Mun.	.532	**2,359,316**	**1.3289**	**9,761**	**30,364**	**2.5**	**2.7**	**2.6**	**19.0**	[illegible]
Burlington		1,058,327	.5961	9,604	29,075	2.3	2.5	2.2	21.0	[illegible]

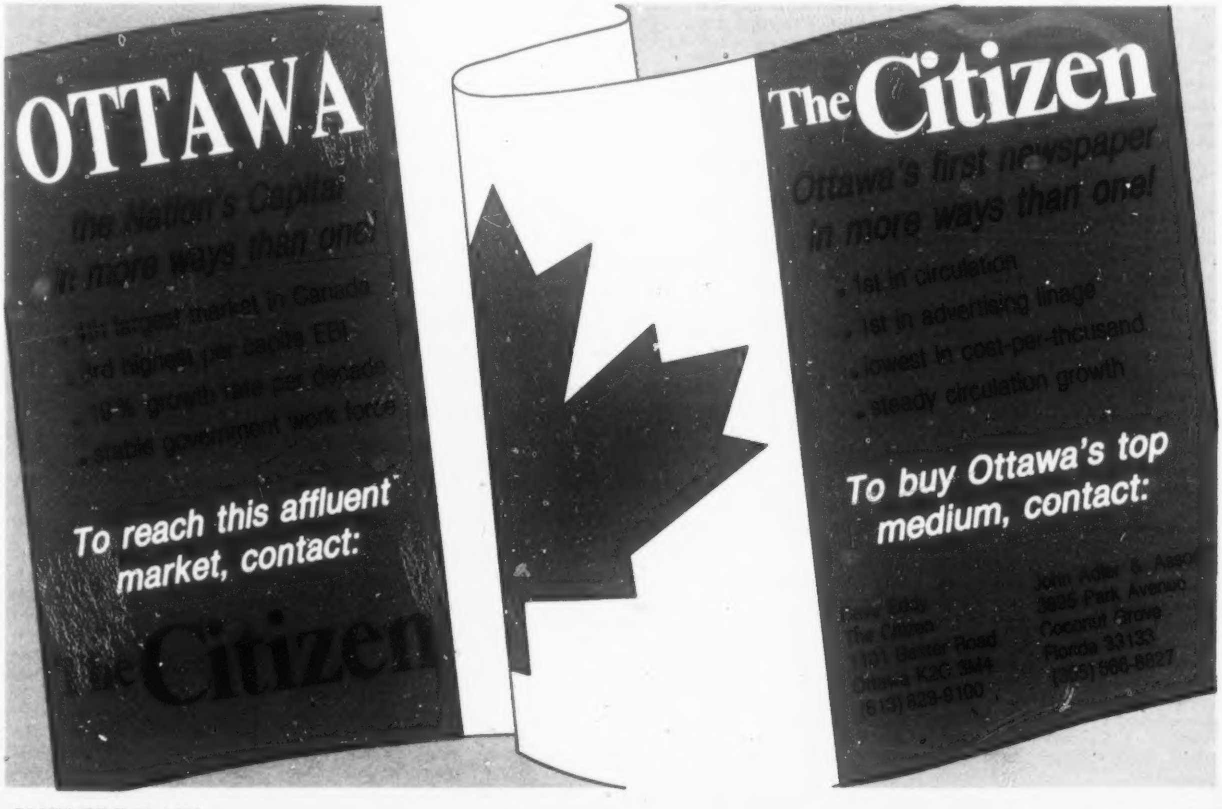
nt. (cont.)

ESTIMATES

$$ EFFECTIVE BUYING INCOME—1979

% of Households by EBI Group
(A) $0–$4,999
(B) $5,000–$7,999
(C) $8,000–$9,999
(D) $10,000–$14,999
(E) $15,000 & Over

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
alton Hills		322,561	.1817	9,432	31,015	2.3	2.7	2.9	16.1	76.0
ilton		247,570	.1394	9,596	30,945	2.7	2.7	3.0	13.5	78.1
akville		730,858	.4116	10,222	31,915	2.8	2.9	3.0	19.1	72.2
amilton-Wentworth Reg. Mun.	507	**3,102,744**	**1.7475**	**7,549**	**21,064**	**7.5**	**5.4**	**4.4**	**25.0**	**57.7**
▲Hamilton		2,365,173	1.3321	7,581	20,319	8.5	5.9	4.7	25.3	55.6
toney Creek		232,868	.1312	7,232	22,178	4.2	4.7	4.5	28.1	58.5
astings		**789,553**	**.4447**	**7,338**	**21,632**	**7.8**	**7.9**	**8.6**	**28.2**	**47.5**
elleville		290,562	.1637	8,255	21,847	6.8	6.3	5.6	28.2	53.1
uron		**365,849**	**.2061**	**6,385**	**19,460**	**12.5**	**12.3**	**8.8**	**33.6**	**32.8**
enora Terr. Dist.		**335,087**	**.1887**	**5,848**	**20,065**	**10.0**	**4.3**	**2.5**	**17.4**	**65.8**
ent		**797,650**	**.4492**	**7,331**	**21,913**	**7.8**	**7.1**	**6.0**	**27.3**	**51.8**
hatham		337,221	.1899	8,265	23,097	6.3	6.2	5.8	27.5	54.2
mbton	525	**1,052,252**	**.5927**	**8,292**	**24,817**	**6.6**	**5.0**	**3.8**	**13.5**	**71.1**
△Sarnia		514,538	.2898	9,546	26,119	5.2	4.5	4.1	13.1	73.1
Lanark		**304,569**	**.1715**	**7,034**	**20,719**	**8.7**	**8.5**	**8.2**	**30.0**	**44.6**
Leeds		**402,285**	**.2266**	**7,663**	**22,600**	**5.6**	**6.2**	**6.2**	**36.8**	**45.2**
Lennox & Addington		**236,195**	**.1331**	**6,384**	**20,539**	**6.9**	**7.8**	**7.1**	**38.4**	**39.8**
Manitoulin Terr. Dist.		**40,553**	**.0228**	**3,437**	**11,265**	**24.4**	**12.8**	**8.5**	**37.2**	**17.1**
Middlesex	512	**2,594,611**	**1.4614**	**8,237**	**23,043**	**6.6**	**6.3**	**5.9**	**33.2**	**48.0**
▲London		2,159,067	1.2160	8,661	23,166	6.3	6.2	5.6	34.4	47.5
Muskoka Dist. Mun.		**240,624**	**.1355**	**6,250**	**18,092**	**13.5**	**7.6**	**7.5**	**33.4**	**38.0**
Niagara Reg. Mun.	522	**2,909,490**	**1.6387**	**7,792**	[illegible]	**6.9**	**5.6**	**4.4**	**22.4**	**60.7**
Fort Erie		183,734	.1035	7,561	21,616	7.6	4.5	3.0	17.5	67.4
▲Niagara Falls		538,467	.3033	7,692	21,689	5.9	5.4	4.2	22.0	62.5
Port Colborne		145,654	.0820	7,394	21,739	5.5	5.3	3.7	24.3	61.2
▲St. Catharines		1,039,746	.5856	7,859	22,217	7.4	6.1	5.0	21.8	59.7
Welland		314,776	.1773	7,026	20,049	6.8	5.2	3.9	17.5	66.6
Nipissing Terr. Dist.	515	**538,410**	**.3032**	[illegible]	**21,032**	**8.7**	**7.1**	**5.7**	**23.4**	**55.1**
△North Bay		379,011	.2135	7,388	22,427	7.9	7.0	5.5	26.0	53.6
Northumberland		**446,714**	**.2516**	**6,531**	**19,422**	**10.0**	**7.0**	**6.2**	**34.8**	**42.0**
Ottawa-Carleton Reg. Mun.	517	**5,195,752**	**2.9264**	**9,523**	**25,992**	**4.9**	**5.6**	**5.4**	**25.6**	**58.5**
▲Ottawa		2,875,620	1.6196	9,462	22,572	5.6	5.4	4.8	28.3	55.9
Oxford		**619,206**	**.3488**	**7,302**	**22,115**	**6.7**	**6.9**	**6.7**	**38.6**	**41.1**
Woodstock		229,214	.1291	8,489	23,153	4.3	4.7	5.1	41.8	44.1
Parry Sound Terr. Dist.		**182,596**	**.1028**	[illegible]	**15,474**	**17.0**	**10.2**	**8.4**	**38.2**	**26.2**
Peel Reg. Mun.	532	**3,942,158**	**2.2204**	[illegible]	**27,899**	**2.2**	**3.4**	**3.6**	**23.7**	**67.1**
Brampton		1,086,501	.6119	8,535	29,129	2.1	3.3	4.0	28.3	62.3
Caledon		173,003	.0974	7,208	23,699	2.8	4.5	3.4	30.2	59.1
Mississauga		2,682,654	1.5109	8,718	27,742	2.2	3.3	3.5	21.5	69.5
Perth		**473,393**	**.2666**	**7,003**	**21,040**	**8.5**	**9.8**	**10.2**	**35.1**	**36.4**
Stratford		212,419	.1196	8,139	21,899	5.2	7.4	6.8	40.7	39.9
Peterborough	518	**688,964**	**.3880**	**6,549**	**20,028**	**9.3**	**7.3**	**5.5**	**27.9**	**50.0**
△Peterborough		459,291	.2587	7,655	21,068	6.7	6.7	5.0	25.0	56.6
Prescott		**159,101**	**.0896**	**5,321**	**17,294**	**11.9**	**6.6**	**5.5**	**38.2**	**37.8**
Prince Edward		**131,557**	**.0741**	**5,622**	**17,541**	**10.1**	**11.4**	**5.1**	**40.6**	**32.8**
Rainy River Terr. Dist.		**193,634**	**.1091**	**7,654**	**23,329**	**7.0**	**4.1**	**2.7**	**11.5**	**74.7**
Renfrew		**565,607**	**.3186**	**6,398**	**19,916**	**10.0**	**10.2**	**10.5**	**27.5**	**41.8**
Russell	517	**155,087**	**.0873**	**6,714**	**23,147**	**5.5**	**3.9**	**4.5**	**31.3**	**54.8**
Simcoe		**1,622,947**	**.9141**	**7,307**	**22,510**	**6.8**	**8.5**	**8.1**	**28.3**	**48.3**
Barrie		320,620	.1806	8,596	24,663	6.1	7.1	7.3	26.4	53.1
Orillia		208,505	.1174	8,510	24,530	7.3	8.1	6.8	30.7	47.1
Stormont		**378,963**	**.2134**	**6,073**	**18,132**	**10.3**	**7.4**	**5.7**	**36.2**	**40.4**
Cornwall		288,579	.1625	6,219	17,814	10.5	7.4	5.7	35.1	41.3
Sudbury Reg. Mun.	529	**1,263,845**	**.7119**	**7,509**	**23,579**	**3.3**	**3.0**	**2.5**	**13.0**	**78.2**
▲Sudbury		798,877	.4499	8,270	23,635	3.5	2.9	2.3	11.8	79.5
Sudbury Terr. Dist.		**162,319**	**.0914**	**5,502**	**17,837**	**10.5**	**6.0**	**4.3**	**14.7**	**64.5**
Thunder Bay Terr. Dist.	531	**1,206,924**	**.6798**	**7,797**	**24,042**	**5.3**	**3.6**	**3.1**	**17.2**	**70.8**
▲Thunder Bay		920,478	.5184	8,074	24,033	4.9	3.6	3.3	18.7	69.5
Timiskaming Terr. Dist.		**237,371**	**.1337**	**5,949**	**17,714**	**13.9**	**8.3**	**7.3**	**37.9**	**32.6**
Toronto Met. Mun.	532	**19,076,291**	**10.7443**	**9,196**	**25,489**	**4.8**	**5.1**	**5.2**	**27.0**	**57.9**
▲Toronto		5,694,374	3.2072	9,804	24,027	7.1	5.8	5.9	27.9	53.3
Victoria		**315,122**	**.1774**	**6,302**	**18,215**	**12.5**	**9.7**	**8.2**	**26.2**	**43.4**
Waterloo Reg. Mun.	511	**2,451,393**	**1.3807**	**8,112**	**23,731**	**4.2**	**6.4**	**6.2**	**32.8**	**50.4**
△Cambridge		554,956	.3126	7,429	22,468	5.6	8.1	7.6	38.1	40.6
▲Kitchener		1,173,758	.6611	8,555	23,954	4.2	6.5	6.3	33.5	49.5
Waterloo		487,353	.2745	9,482	26,487	3.3	5.2	5.0	28.6	57.9
Wellington	505	**967,788**	**.5451**	**7,620**	**22,879**	**6.5**	**7.7**	**5.7**	**35.0**	**45.1**
△Guelph		569,480	.3207	8,289	23,244	5.6	6.7	5.5	35.9	46.3
York Reg. Mun.	532	**1,731,425**	**.9752**	**7,719**	**25,537**	**4.3**	**4.6**	**5.0**	**29.3**	**56.8**
Markham		680,326	.3832	9,410	31,643	1.9	2.7	2.9	23.4	69.1
Newmarket		204,232	.1150	7,141	23,748	4.6	5.6	6.3	36.0	47.5
Richmond Hill		271,018	.1526	7,856	24,864	3.5	4.3	5.2	32.4	54.6
Province Totals		**69,199,198**	**38.9749**	**8,113**	**23,840**	**6.0**	**5.7**	**5.3**	**25.8**	**57.2**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QUEBEC

Que. S&MM ESTIMATES		POPULATION 12/31/79				RETAIL SALES BY STORE GROUP—1979											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	
Abitibi		90.6	.3809	27.2	.3416	287,164	.3443	77,209	18,130	42,178	14,245	12,535	64,359	20,534	6,260	3,004	90	.3372	
Argenteuil		31.1	.1307	10.5	.1318	95,434	.1145	26,565	7,652	10,001	2,926	2,263	26,900	6,335	1,910	1,067	88	.1162	
Arthabaska		55.8	.2346	17.3	.2173	171,612	.2057	45,987	8,524	16,051	10,540	8,386	47,963	11,290	1,076	2,158	88	.2065	
Victoriaville		21.4	.0900	7.3	.0917	112,910	.1354	31,350	4,271	9,844	8,160	3,754	28,276	7,962	479	1,716	150	.1025	
Bagot		22.8	.0958	6.7	.0841	46,120	.0553	14,838	3,953	2,337	1,243	4,202	10,344	5,824	688	480	58	.0747	
Beauce		73.8	.3103	21.2	.2663	222,966	.2674	42,126	9,616	20,979	15,372	13,888	75,842	14,911	1,134	2,218	86	.2562	
Beauharnois		51.9	.2181	17.0	.2135	177,814	.2132	47,147	18,601	17,398	12,643	7,215	39,625	10,929	1,245	3,396	98	.1952	
Valleyfield		28.5	.1198	9.9	.1243	124,397	.1492	30,050	12,552	14,023	8,740	5,233	27,569	5,902	957	2,687	125	.1222	
Bellechasse		21.8	.0917	6.1	.0766	35,252	.0423	11,657	2,419	4,520	839	1,901	6,502	4,308	1,200	0	46	.0638	
Berthier		30.9	.1299	9.7	.1218	79,731	.0956	23,725	8,223	4,281	2,218	4,733	17,415	6,860	1,517	919	74	.1024	
Bonaventure		43.3	.1820	11.6	.1457	114,963	.1378	31,844	6,133	19,058	4,590	2,675	22,482	11,952	3,307	645	76	.1312	
Brome		16.5	.0694	5.4	.0678	29,513	.0354	10,116	4,329	3,089	432	311	5,140	3,337	284	390	51	.0522	
Chambly	.514	302.5	1.2716	99.4	1.2483	968,234	1.1610	299,002	75,027	91,138	44,933	27,462	218,809	62,773	22,115	25,456	91	1.2418	
Boucherville		29.1	.1223	8.3	.1042	63,333	.0759	21,749	5,264	401	2,427	2,301	15,963	4,367	378	2,248	62	.1053	
Longueuil		129.8	.5457	46.8	.5877	437,212	.5243	135,921	34,409	56,368	22,732	14,341	82,984	22,164	5,157	10,044	96	.5557	
St-Bruno-de-Montarville		25.3	.1064	7.2	.0904	39,733	.0476	17,076	3,436	374	889	977	7,441	2,025	359	1,410	45	.0936	
St-Hubert		56.0	.2354	16.5	.2072	77,657	.0931	25,051	10,510	89	1,123	2,159	17,893	4,852	780	3,714	40	.1687	
St-Lambert		21.1	.0887	7.7	.0967	71,372	.0856	24,161	4,824	565	6,381	1,593	15,887	4,184	556	3,454	97	.1115	
Champlain	.533	123.7	.5201	39.5	.4961	299,628	.3593	103,346	26,028	15,680	13,337	14,997	52,811	23,116	6,190	5,469	69	.4274	
Cap-de-la-Madeleine		35.5	.1492	11.9	.1494	75,297	.0903	28,853	8,993	2,100	2,749	5,428	6,433	5,834	1,917	1,649	61	.1233	
Charlevoix-Est		18.5	.0777	5.0	.0627	59,153	.0709	15,611	3,350	5,207	3,388	3,476	14,880	4,437	1,082	488	91	.0620	80
Charlevoix-Ouest		15.8	.0665	4.3	.0540	36,723	.0441	11,483	2,230	2,174	1,226	2,002	8,980	2,826	697	1,438	66	.0460	69
Châteauguay	.514	58.0	.2438	17.3	.2173	152,757	.1831	54,512	13,052	18,645	5,111	3,399	28,691	12,846	2,909	2,707	75	.1974	81
Châteauguay		37.2	.1564	11.0	.1381	113,906	.1366	40,532	8,343	16,914	3,649	3,008	21,894	5,709	1,142	2,260	87	.1378	88
Chicoutimi	.503	163.9	.6890	47.2	.5928	498,401	.5977	144,497	32,904	64,571	34,175	26,095	95,912	31,024	2,227	8,472	87	.5935	86
▲Chicoutimi		58.1	.2442	17.6	.2210	206,774	.2479	49,430	13,737	22,193	19,829	9,355	48,158	6,694	1,761	3,608	102	.2301	94
▲Jonquière		58.3	.2451	17.3	.2173	173,775	.2084	65,195	10,598	14,732	9,777	10,941	28,918	7,814	0	3,640	85	.2102	86
La Baie		19.9	.0837	5.5	.0691	47,800	.0573	16,212	3,560	5,841	2,855	3,913	6,339	1,875	393	957	68	.0644	77
Compton		19.7	.0828	5.9	.0741	30,858	.0370	13,550	3,492	2,886	393	1,358	3,489	3,140	593	128	45	.0542	65
Deux-Montagnes	.514	60.3	.2535	18.3	.2298	161,922	.1941	52,571	14,255	10,564	3,454	4,407	42,598	11,863	1,346	2,287	77	.2157	85
St-Eustache		24.3	.1022	7.5	.0942	96,434	.1156	27,011	5,246	10,083	2,994	1,968	26,569	6,950	594	1,615	113	.1022	100
Dorchester		34.8	.1463	9.6	.1205	80,510	.0966	23,704	3,804	12,204	2,004	4,811	17,992	8,031	1,449	142	66	.1150	79
Drummond		69.7	.2930	23.2	.2914	228,284	.2737	63,809	20,971	15,848	14,911	11,075	43,108	16,586	4,440	4,813	93	.2653	91
Drummondville		28.9	.1215	11.1	.1394	161,290	.1934	37,005	13,345	12,333	13,642	9,092	33,353	8,723	3,164	3,884	159	.1425	117
Frontenac		27.7	.1164	8.2	.1030	74,182	.0889	17,237	4,270	10,133	2,568	2,463	24,158	5,412	1,068	274	76	.0900	77
Gaspé-Est		38.5	.1619	9.8	.1230	110,632	.1327	29,450	5,686	18,784	4,246	4,191	25,933	7,710	1,223	934	82	.1270	78
Gaspé-Ouest		19.6	.0824	5.4	.0679	51,837	.0622	14,203	2,318	7,558	2,610	3,075	12,476	3,547	502	757	75	.0646	78
Gatineau	.517	43.0	.1808	13.3	.1670	90,410	.1084	26,669	11,039	7,290	1,776	3,088	18,128	10,443	421	750	60	.1525	84
Aylmer		25.4	.1068	8.0	.1005	27,756	.0333	9,645	4,219	2,421	612	862	4,627	1,214	297	247	31	.0974	91
Hull	.517	147.6	.6204	49.2	.6179	451,798	.5417	150,125	48,654	43,611	14,765	15,836	80,929	27,453	8,764	8,335	87	.619[illegible]	100
Gatineau		87.2	.3666	25.7	.3228	157,015	.1883	54,427	16,471	13,797	4,448	3,726	32,162	11,093	3,172	2,349	51	.2910	79
▲Hull		60.4	.2539	23.5	.2951	294,783	.3535	95,698	32,185	29,814	10,317	12,110	48,767	16,360	5,592	5,986	139	.3286	129
Huntingdon		18.3	.0770	5.8	.0728	38,825	.0466	8,447	2,750	4,263	867	1,204	14,027	2,568	486	519	61	.0581	75
Iberville		22.9	.0962	7.0	.0879	45,573	.0546	14,954	5,579	576	709	1,738	10,762	3,943	305	492	57	.0814	85
Île-de-Montréal	.514	1,775.3	7.4631	682.1	8.5661	6,977,838	8.3671	1,837,206	832,623	954,531	457,230	282,921	1,079,511	298,891	111,674	149,281	112	7.9729	107
Anjou		38.0	.1597	12.6	.1582	167,210	.2005	35,291	6,198	49,814	25,762	1,891	20,354	5,291	691	3,918	126	.1728	108
Beaconsfield		20.8	.0874	5.7	.0716	19,353	.0232	11,480	673	172	434	397	2,355	607	152	612	27	.0915	105
Côte-St-Luc		26.3	.1106	10.2	.1281	31,589	.0379	18,880	1,501	498	3,305	828	1,238	294	331	917	34	.1254	113
Dollard-des-Ormeaux		47.5	.1997	14.2	.1783	46,904	.0562	14,134	1,654	9,447	353	792	10,057	2,634	296	1,450	28	.1672	84
Lachine		37.1	.1560	13.7	.1721	151,50[illegible]	.1817	39,967	14,650	5,393	8,153	6,563	42,015	5,961	1,633	3,542	116	.1666	107
LaSalle		78.1	.3283	28.3	.3554	179,024	.2147	70,867	12,962	37,502	7,545	5,296	13,698	10,742	1,346	8,154	65	.3008	92
▲Montréal		981.8	4.1273	406.8	5.1088	4,606,515	5.5236	1,150,669	624,441	665,376	309,438	211,480	616,073	149,988	71,019	95,484	134	4.6243	112
Montréal-Nord		103.7	.4359	36.8	.4621	205,581	.2465	73,548	22,790	13,945	6,629	10,844	25,750	14,163	1,813	6,309	57	.3715	85
Mont-Royal		19.4	.0816	6.8	.0854	86,939	.1042	29,691	3,508	19,179	8,284	2,317	641	1,476	868	1,940	128	.1376	169
Outremont		25.7	.1080	9.1	.1143	32,731	.0392	18,589	2,660	145	1,040	511	2,396	591	196	263	36	.1110	103
Pierrefonds		37.5	.1576	11.0	.1381	53,488	.0641	21,799	4,341	3,901	1,015	656	9,743	5,032	249	887	41	.1297	82
Pointe-aux-Trembles		35.9	.1509	10.2	.1281	83,910	.1006	28,543	6,067	7,211	3,854	2,686	18,188	3,329	1,100	1,047	67	.1199	79
Pointe-Claire		24.6	.1034	8.5	.1067	196,511	.2356	37,212	11,426	59,088	13,217	9,627	27,255	4,478	4,328	1,598	228	.1644	159
St-Laurent		64.6	.2716	24.7	.3102	182,975	.2194	49,562	21,728	4,232	3,672	3,932	53,643	12,572	767	7,318	81	.2936	108
St-Léonard		105.3	.4427	35.2	.4421	258,394	.3098	71,921	22,362	40,192	6,574	9,102	72,476	6,255	4,005	3,381	70	.3960	
Verdun		62.8	.2640	25.3	.3177	218,270	.2617	61,926	13,841	3,326	14,383	9,539	68,[illegible]91	8,538	3,829	7,386	99	.2640	
Westmount		20.8	.0874	8.2	.1030	132,537	.1589	39,582	9,042	20,898	11,700	5,106	15,[illegible]	3,941	2,069	4,529	182	.1723	
Île-Jésus	.514	257.3	1.0817	77.5	.9733	751,301	.9008	230,271	51,096	70,727	23,668	33,968	189,563	56,225	7,156	18,457	83	.9772	90
Laval		257.3	1.0817	77.5	.9733	751,301	.9009	230,271	51,096	70,727	23,668	33,968	189,563	56,225	7,156	18,457	83	.9771	
Îles-de-la-Madeleine		12.4	.0521	3.1	.0389	28,798	.0346	4,022	2,191	11,417	1,060	742	3,639	2,153	0	856	66	.0368	71
Joliette		59.5	.2502	19.4	.2436	220,969	.2649	57,358	18,414	14,989	18,114	7,732	60,432	10,856	1,031	3,686	106	.2422	
Kamouraska		29.0	.1219	8.2	.1030	79,711	.0956	17,716	3,141	6,118	4,081	3,968	29,100	6,164	455	822	78	.0978	
Labelle		33.5	.1408	10.4	.1306	111,620	.1339	28,529	9,966	11,394	4,610	5,637	28,396	10,713	1,716	484	95	.1246	
Lac-St-Jean-Est		47.2	.1984	13.0	.1633	144,580	.1733	40,789	8,916	11,494	12,566	9,848	27,170	11,078	1,429	3,083	87	.1619	
Alma		27.0	.1135	8.0	.1005	100,249	.1202	23,266	5,812	7,794	9,461	9,337	19,111	5,064	1,380	2,787	106	.1057	
Lac-St-Jean-Ouest		57.3	.2409	15.2	.1909	156,226	.1873	39,463	7,121	14,955	10,589	7,614	41,924	11,583	1,991	3,326	78	.1799	
Laprairie	.514	94.2	.3960	27.2	.3415	244,077	.2927	64,606	15,264	19,576	3,184	4,720	78,249	23,411	2,215	4,922	74	.3360	
Brossard		48.4	.2035	14.0	.1758	95,284	.1143	29,255	7,685	18,373	1,365	518	16,598	4,651	134	2,436	56	.1763	
L'Assomption	.514	107.8	.4532	31.5	.3956	266,017	.3190	81,758	20,690	14,447	6,391	8,213	67,490	25,351	7,094	3,886	70	.3587	
Repentigny		34.2	.1438	10.4	.1306	105,844	.1269	32,392	6,402	10,456	3,575	3,008	26,287	7,354	1,035	1,734	88	.1371	
Lévis	.520	85.2	.3581	26.5	.3328	317,980	.3813	61,889	22,041	15,628	11,214	19,251	113,856	16,633	2,971	7,817	106	.3576	
L'Islet		22.0	.0925	6.0	.0754	48,663	.0583	10,677	1,538	6,978	1,749	1,620	16,246	4,217	609	617	63	.0689	
Lotbinière		29.2	.1228	8.3	.1042	47,927	.0575	16,529	2,724	5,413	1,001	2,763	7,962	7,355	195	475	47	.0842	
Maskinongé		21.0	.0883	6.4	.0804	58,900	.0706	15,830	4,371	2,371	2,455	3,376	15,173	7,435	213	595	80	.0672	

WE TAKE YOUR MESSAGE TO THE TOP

When you read about our readers, we know you'll want them to read about you.

As of February, Saturday's LA PRESSE reached a net circulation of 275,000 and we're still counting. That means a lot of readers, but we wanted you to know more about them.

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- ***45%** of household heads (in total) consist of professionals, semi-professionals, administrators and business people.
- ***66%** own their own home.
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Que. (cont.)

S&MM ESTIMATES

County City	Metro Area Code	POPULATION 12/31/79 Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	RETAIL SALES BY STORE GROUP—1979 Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ ADVERTISING INDEXES Sales Activity	Buying Power	Q
Matane		28.2	.1185	8.6	.1080	76,200	.0914	19,480	3,005	7,195	4,351	4,010	22,958	5,344	481	636	77	.0962	
Matapédia		24.4	.1026	6.6	.0829	44,879	.0538	15,409	1,915	9,120	2,305	1,785	6,394	3,013	106	505	52	.0678	6
Mégantic		56.4	.2371	16.8	.2110	172,034	.2063	41,694	7,452	16,404	11,500	11,447	47,452	10,660	1,193	2,609	87	.1910	
Thetford Mines		20.1	.0845	6.7	.0841	85,003	.1019	24,113	3,140	7,463	8,166	6,186	14,896	4,018	690	1,735	121	.0783	
Missisquoi		37.6	.1580	12.3	.1544	120,827	.1449	30,111	7,248	7,110	4,561	4,986	41,343	6,741	1,533	2,154	92	.1383	
Montcalm		25.0	.1051	8.2	.1030	65,458	.0785	26,777	9,026	1,478	2,566	1,883	8,234	7,039	1,008	586	75	.0821	7
Montmagny		26.2	.1102	7.5	.0942	74,939	.0898	16,603	5,932	6,331	3,085	2,846	22,014	5,594	640	1,682	81	.0892	8
Montmorency 1	520	21.7	.0912	6.2	.0779	54,191	.0650	14,067	6,148	1,365	393	864	23,270	4,044	296	1,126	71	.0812	
Montmorency 2	520	6.8	.0286	2.0	.0251	7,834	.0094	4,710	1,149	363	153	220	15	726	139	0	33	.0221	7
Napierville		13.6	.0572	3.9	.0490	50,576	.0606	9,128	2,602	1,919	1,666	1,807	23,449	3,452	241	904	106	.0526	9
Nicolet		33.1	.1391	9.8	.1230	77,188	.0926	21,291	6,179	4,872	1,736	2,711	23,416	6,615	706	588	67	.1116	8
Nouveau-Québec Terr.		37.2	.1564	9.2	.1156	88,014	.1055	15,922	5,588	28,008	2,482	3,098	15,389	4,505	1,392	1,248	67	.1325	8
Papineau		39.2	.1648	12.4	.1557	94,193	.1130	32,544	6,171	9,724	3,488	3,514	14,338	10,144	2,631	1,264	69	.1289	7
Pontiac		22.0	.0925	6.6	.0829	45,931	.0551	13,922	10,045	4,993	1,194	809	6,115	4,483	740	0	60	.0672	7
Portneuf		56.5	.2375	17.1	.2147	121,016	.1451	38,954	9,238	4,256	4,831	4,447	29,785	10,627	2,984	1,396	61	.1873	7
Québec	520	441.1	1.8543	149.5	1.8775	1,850,998	2.2195	480,610	181,735	259,072	124,996	72,357	308,388	81,559	26,684	38,847	120	2.0088	10
Beauport		56.0	.2354	17.3	.2173	100,835	.1209	32,966	19,781	11,569	1,192	6,146	11,276	2,914	2,172	2,721	51	.2220	9
Charlesbourg		68.0	.2859	20.2	.2537	116,877	.1401	45,401	10,831	9,805	4,576	3,016	16,736	4,404	1,964	4,427	49	.2737	9
▲Québec		159.6	.6709	62.0	.7786	1,093,794	1.3116	263,298	102,379	154,828	79,325	40,134	209,387	27,957	5,690	20,120	195	.8829	13
Ste-Foy		68.9	.2896	24.1	.3027	359,968	.4316	79,462	39,752	52,963	29,203	13,729	69,292	15,777	4,746	7,783	149	.4345	15
Richelieu		50.4	.2119	16.1	.2022	152,336	.1826	47,989	13,187	14,189	12,431	7,650	26,683	8,174	3,159	2,595	86	.2052	97
Richmond		41.3	.1736	12.8	.1607	104,410	.1252	35,119	6,212	5,097	4,604	6,844	25,436	7,307	1,893	972	72	.1412	81
Rimouski		68.4	.2875	21.0	.2638	254,077	.3047	69,780	14,296	28,189	14,937	13,342	65,519	14,479	2,804	2,365	106	.2629	91
Rimouski		30.1	.1265	10.3	.1294	143,201	.1717	25,968	9,251	21,919	11,505	6,567	34,289	6,357	2,292	1,858	136	.1397	110
Rivière-du-Loup		41.3	.1737	12.7	.1595	133,461	.1600	27,019	6,544	11,907	9,029	7,011	44,539	7,741	1,173	1,960	92	.1562	90
Rouville		37.5	.1576	11.6	.1456	75,989	.0911	20,077	8,959	2,708	938	4,383	23,073	5,503	1,041	2,074	58	.1263	80
Saguenay		127.5	.5360	37.7	.4735	453,312	.5436	78,965	24,492	103,053	19,620	14,552	118,382	25,156	3,483	6,894	101	.5515	103
Sept-Îles		36.4	.1530	12.2	.1532	157,185	.1885	25,761	7,953	22,604	7,884	5,944	41,166	11,518	2,008	3,519	123	.1752	115
St-Hyacinthe		45.0	.1892	15.3	.1921	171,696	.2059	42,491	10,413	22,302	12,276	9,763	36,684	7,915	6,769	3,538	109	.1871	99
St-Hyacinthe		36.2	.1522	13.0	.1633	154,471	.1852	36,753	9,603	20,972	12,219	8,832	31,888	6,560	5,036	3,392	122	.1648	108
St-Jean		50.5	.2123	16.8	.2110	184,436	.2211	54,987	14,024	22,952	11,061	9,786	28,019	9,107	3,750	4,132	104	.2259	106
St-Jean		32.9	.1383	11.6	.1457	144,925	.1738	46,661	10,897	14,147	10,861	8,254	22,773	5,889	2,902	2,989	126	.1609	116
St-Maurice	533	107.7	.4527	37.5	.4709	419,489	.5030	103,117	34,161	45,617	31,325	19,827	99,729	17,005	8,143	8,164	111	.4223	93
△Shawinigan		23.8	.1001	8.6	.1080	109,083	.1308	29,584	7,564	8,681	7,188	6,488	27,205	3,716	1,087	1,959	131	.0986	99
△Trois-Rivières		51.8	.2178	19.5	.2449	222,491	.2668	54,242	20,859	29,650	20,780	9,693	43,735	7,884	3,376	4,711	122	.2221	102
Shefford		65.5	.2754	21.6	.2713	220,276	.2642	54,987	17,065	21,150	12,300	9,916	61,972	11,507	1,581	2,251	96	.2502	91
Granby		36.5	.1534	13.0	.1633	146,647	.1758	35,127	10,736	18,695	10,105	7,255	36,606	3,586	1,191	1,718	115	.1587	103
Sherbrooke	528	114.3	.4805	39.7	.4986	442,086	.5301	111,552	30,633	44,962	35,941	21,076	94,378	26,971	2,398	7,915	110	.4797	100
△Sherbrooke		73.8	.3102	27.4	.3441	378,796	.4542	92,099	26,242	32,469	34,763	17,378	84,586	20,957	2,024	7,570	146	.3533	114
Soulanges		15.0	.0630	4.5	.0565	38,699	.0464	8,359	5,015	2,748	429	2,464	8,860	7,289	550	0	74	.0559	89
Stanstead		36.6	.1539	12.0	.1507	109,959	.1318	35,497	5,623	6,250	4,527	6,318	28,461	8,105	1,196	1,373	86	.1335	87
Témiscamingue		53.6	.2253	16.8	.2110	164,382	.1971	44,969	8,299	16,583	13,521	8,796	39,751	11,349	1,854	1,656	87	.1976	88
Témiscouata		18.6	.0782	5.1	.0640	44,227	.0531	9,735	2,900	6,336	2,300	3,051	10,587	4,132	1,944	673	68	.0569	73
Terrebonne	514	177.2	.7449	56.1	.7045	639,471	.7668	190,989	63,130	30,874	28,401	31,543	132,596	50,050	9,362	13,900	103	.7189	97
St-Jérôme		23.9	.1005	9.3	.1168	151,249	.1814	44,719	13,477	10,674	10,731	8,990	23,776	7,653	3,152	3,588	180	.1257	125
Vaudreuil	514	53.1	.2233	16.8	.2110	134,784	.1616	45,296	13,491	1,964	2,641	6,107	33,197	12,076	897	2,531	72	.1952	87
Verchères		58.0	.2438	17.7	.2223	187,127	.2244	49,876	12,435	4,043	3,933	6,126	68,702	14,973	2,170	3,504	92	.2357	97
Wolfe		14.3	.0601	4.2	.0528	27,936	.0334	8,390	1,807	1,799	997	1,183	8,237	1,793	417	0	56	.0409	68
Yamaska		14.7	.0618	4.3	.0540	23,354	.0281	8,346	1,905	3,666	421	414	4,259	2,696	243	189	45	.0408	66
Province Totals		6,313.4	26.5406	2,092.9	26.2835	21,020,688	25.2057	5,709,789	1,921,111	2,389,661	1,164,372	888,094	4,340,590	1,243,957	308,788	396,276	95	25.1558	95

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ESTIMATES

County City	Metro Area Code	EFFECTIVE BUYING INCOME—1979				% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
		Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Abitibi		560,212	.3155	6,183	20,596	2.6	6.1	4.0	23.5	63.1
Argenteuil		197,725	.1114	6,358	18,831	6.8	12.2	13.8	45.8	21.4
Arthabaska		354,497	.1996	6,353	20,491	3.4	9.7	9.9	43.7	33.3
Victoriaville		155,852	.0878	7,283	21,350	4.0	12.3	12.3	48.6	22.8
Bagot		138,539	.0781	6,076	20,677	2.8	7.9	8.5	36.2	44.6
Beauce		404,455	.2278	5,480	19,078	5.3	9.8	11.2	37.5	36.2
Beauharnois		310,992	.1751	5,992	18,294	5.0	5.9	3.9	21.7	63.5
Valleyfield		189,891	.1070	6,663	19,181	4.5	5.9	4.3	20.4	64.9
Bellechasse		116,436	.0656	5,341	19,088	4.9	5.5	5.1	55.6	28.9
Berthier		169,751	.0956	5,494	17,500	6.4	7.4	3.7	51.8	30.7
Bonaventure		189,934	.1070	4,386	16,374	6.2	8.7	5.6	26.3	53.2
Brome		98,390	.0554	5,963	18,220	8.5	16.9	12.5	15.5	46.6
Chambly	514	2,269,699	1.2783	7,503	22,834	3.5	5.9	5.4	23.3	61.9
Boucherville		206,137	.1161	7,084	24,836	2.0	4.2	4.5	20.9	68.4
Longueuil		1,027,293	.5786	7,914	21,951	2.6	5.0	4.5	26.7	61.2
St-Bruno-de-Montarville		206,119	.1161	8,147	28,628	1.8	3.1	3.5	20.7	70.9
St-Hubert		332,804	.1874	5,943	20,170	6.6	10.6	9.2	25.4	48.2
St-Lambert		241,740	.1362	11,457	31,395	2.4	3.0	2.7	13.8	78.1
Champlain	533	765,230	.4310	6,186	19,373	5.7	9.7	8.0	28.0	48.6
Cap-de-la-Madeleine		235,797	.1328	6,642	19,815	3.5	8.0	6.1	23.3	59.1
Charlevoix-Est		89,348	.0504	4,830	17,870	5.1	5.5	5.1	32.4	51.9
Charlevoix-Ouest		69,209	.0390	4,380	16,095	8.5	7.3	5.5	26.4	52.3
Châteauguay	514	332,396	.1872	5,731	19,214	4.1	5.5	4.3	16.7	69.4
Châteauguay		232,808	.1311	6,258	21,164	4.6	6.1	4.3	18.5	66.5
Chicoutimi	503	981,756	.5529	5,990	20,800	3.3	5.3	5.6	24.0	61.8
▲Chicoutimi		379,525	2138	6,532	21,564	3.4	5.6	5.1	30.8	55.1
▲Jonquière		350,462	.1974	6,011	20,258	3.4	5.9	7.6	11.4	71.7
La Baie		108,278	.0610	5,441	19,687	3.3	5.1	5.0	27.0	59.6
Compton		94,683	.0533	4,806	16,048	10.2	8.6	6.7	28.8	45.7
Deux-Montagnes	514	378,910	.2135	6,284	20,705	3.6	6.3	5.8	18.9	65.4
St-Eustache		167,275	.0942	6,884	22,303	3.5	6.3	5.8	18.9	65.5
Dorchester		201,138	.1132	5,780	20,952	3.9	7.6	7.8	51.8	28.9
Drummond		442,555	.2493	6,349	19,076	4.9	10.5	10.9	42.4	31.3
Drummondville		213,592	.1203	7,391	19,243	5.8	12.3	14.3	40.4	27.2
Frontenac		142,069	.0800	5,129	17,325	6.6	24.2	16.0	22.6	30.6
Gaspé-Est		194,817	.1097	5,060	19,879	8.1	8.3	6.4	40.7	36.5
Gaspé-Ouest		104,797	.0591	5,347	19,407	7.2	8.6	7.5	38.8	37.9
Gatineau	517	297,696	.1676	6,923	22,383	3.8	4.8	4.5	22.0	64.9
Aylmer		234,705	.1322	9,240	29,338	2.1	3.5	2.6	30.7	61.1
Hull	517	1,182,415	.6660	8,011	24,033	2.4	4.7	5.0	27.1	60.8
Gatineau		572,407	.3224	6,564	22,273	2.2	5.1	5.0	31.8	55.9
▲Hull		610,008	.3436	10,099	25,958	2.6	4.4	5.0	21.9	66.1
Huntingdon		102,312	.0576	5,591	17,640	5.6	16.0	16.1	47.9	14.4
Iberville		162,733	.0917	7,106	23,248	1.2	4.7	3.4	55.2	35.5
Île-de-Montréal	514	14,097,834	7.9403	7,941	20,668	6.4	9.2	8.2	33.4	42.8
Anjou		286,561	.1614	7,541	22,743	2.8	7.0	7.6	37.1	45.5
Beaconsfield		238,054	.1341	11,445	41,764	.6	1.1	1.3	13.2	83.8
Côte-St-Luc		326,512	.1839	12,415	32,011	2.1	3.8	3.8	21.9	68.4
Dollard-des-Ormeaux		392,095	.2208	8,255	27,612	.8	2.1	2.7	33.9	60.5
Lachine		287,201	.1618	7,741	20,964	4.8	8.9	8.1	38.1	40.1
LaSalle		606,265	.3415	7,763	21,423	3.1	8.3	8.6	42.5	37.5
▲Montréal		7,605,158	4.2834	7,746	18,695	8.4	10.8	9.2	33.3	38.3
Montréal-Nord		747,098	.4208	7,204	20,302	4.5	10.1	10.0	40.8	34.6
Mont-Royal		319,484	.1799	16,468	46,983	1.2	1.8	1.7	13.7	81.6
Outremont		275,470	.1552	10,719	30,271	4.0	5.6	5.2	20.5	64.7
Pierrefonds		280,152	.1578	7,471	25,468	1.3	4.0	4.9	37.1	52.7
Pointe-aux-Trembles		211,373	.1191	5,888	20,723	4.3	10.0	10.4	38.9	36.4
Pointe-Claire		259,239	.1460	10,538	30,499	1.4	2.6	2.8	25.4	67.8
St-Laurent		616,021	.3470	9,536	24,940	2.9	6.0	5.9	33.3	51.9
St-Léonard		761,801	.4291	7,235	21,642	2.4	6.4	6.9	39.2	45.1
Verdun		471,176	.2654	7,503	18,624	7.2	11.2	10.3	37.5	33.8
Westmount		380,509	.2143	18,294	46,404	1.8	2.8	2.4	13.0	80.0
Île-Jésus	514	1,741,886	.9811	6,770	22,476	2.9	7.3	7.7	37.4	44.7
Laval		1,741,886	.9811	6,770	22,476	2.9	7.3	7.7	37.4	44.7
Îles-de-la-Madeleine		56,714	.0319	4,574	18,295	10.9	10.5	7.4	45.3	25.9
Joliette		400,706	.2257	6,735	20,655	4.1	6.1	5.3	42.7	41.8
Kamouraska		158,679	.0894	5,472	19,351	7.2	13.5	15.5	32.1	31.7
Labelle		199,612	.1124	5,959	19,193	4.1	6.6	6.4	63.4	19.5

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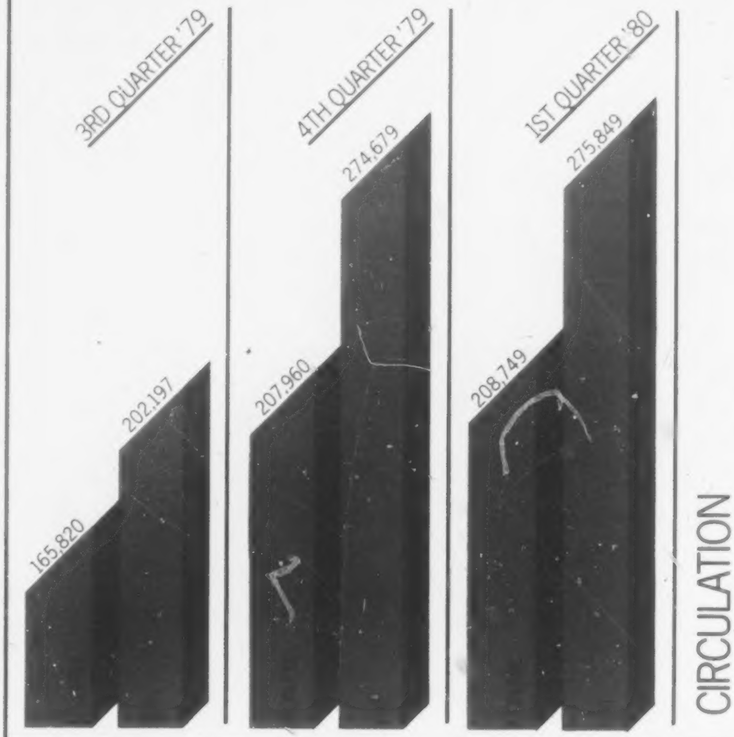

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S&MM ESTIMATES

County City	Metro Area Code	$$ EFFECTIVE BUYING INCOME—1979 Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over A	B	C	D	E
Lac-St-Jean-Est		249,525	.1405	5,287	19,194	5.4	7.7	8.0	29.9	49.0
Alma		166,689	.0939	6,174	20,836	5.4	7.7	8.0	29.9	49.0
Lac-St-Jean-Ouest		268,184	.1511	4,680	17,644	7.9	8.5	7.3	30.6	45.7
Laprairie	514	600,074	.3380	6,370	22,062	4.4	6.6	5.5	20.3	63.2
Brossard		359,954	.2027	7,437	25,711	4.4	6.6	5.5	20.3	63.2
L'Assomption	514	611,557	.3444	5,673	19,415	3.8	4.8	4.3	18.6	68.5
Repentigny		249,533	.1405	7,296	23,994	3.8	4.8	4.3	18.6	68.5
Lévis	520	609,429	.3433	7,153	22,997	2.8	5.3	5.4	29.5	57.0
L'Islet		116,977	.0658	5,317	19,496	3.9	7.6	7.4	65.9	15.2
Lotbinière		150,918	.0850	5,168	18,183	5.8	21.1	11.3	22.5	39.3
Maskinongé		100,482	.0566	4,785	15,700	2.4	3.4	3.[illegible]	21.8	69.3
Matane		160,030	.0902	5,675	18,608	7.1	10.8	8.[illegible]	36.3	37.6
Matapédia		110,769	.0624	4,540	16,783	9.4	13.1	8.9	30.8	37.8
Mégantic		290,285	.1635	5,147	17,279	6.4	9.1	9.3	31.1	44.1
Thetford Mines		109,333	.0616	5,439	16,318	9.1	8.0	9.4	16.4	57.1
Missisquoi		224,329	.1263	5,966	18,238	5.7	9.6	8.7	31.4	44.6
Montcalm		133,046	.0749	5,322	16,225	7.9	9.5	5.7	12.8	64.1
Montmagny		142,767	.0804	5,449	19,036	5.1	11.5	13.8	48.5	20.1
Montmorency 1	520	154,624	.0871	7,126	24,939	2.3	2.9	3.2	15.3	76.3
Montmorency 2	520	48,039	.0271	7,065	24,020	2.5	2.0	1.8	11.5	82.2
Napierville		81,536	.0459	5,995	20,907	4.4	6.8	8.0	38.1	42.7
Nicolet		198,828	.1120	6,007	20,289	6.1	10.7	7.7	33.9	41.6
Nouveau-Québec Terr.		247,128	.1392	6,643	26,862	2.2	3.8	3.0	18.0	73.0
Papineau		220,100	.1240	5,615	17,750	7.7	8.2	8.1	23.3	52.7
Pontiac		114,563	.0645	5,207	17,358	9.7	9.9	6.3	29.4	44.7
Portneuf		341,594	.1924	6,046	19,976	4.7	10.6	12.6	25.5	46.6
Québec	520	3,452,166	1.9443	7,826	23,091	4.4	7.5	7.5	29.4	51.2
Beauport		492,250	.2772	8,790	28,454	.6	2.5	2.3	23.9	70.7
Charlesbourg		619,468	.3489	9,110	30,667	.3	1.7	1.8	22.0	74.2
▲Québec		1,261,471	.7105	7,904	20,346	8.5	9.1	8.3	47.0	27.1
Ste-Foy		877,476	.4942	12,736	36,410	.2	.7	.8	14.5	83.8
Richelieu		383,443	.2160	7,608	23,816	1.8	2.1	1.9	30.9	63.3
Richmond		244,627	.1378	5,923	19,111	3.1	5.6	4.7	15.0	71.6
Rimouski		404,760	.2280	5,918	19,274	6.9	7.8	6.7	34.6	44.0
Rimouski		223,409	.1258	7,422	21,690	6.7	6.1	5.7	38.1	43.4
Rivière-du-Loup		260,729	.1468	6,313	20,530	6.4	6.8	4.8	28.4	53.6
Rouville		239,587	.1349	6,389	20,654	5.6	10.6	9.4	27.5	46.9
Saguenay		998,757	.5626	7,833	26,492	3.3	4.0	2.8	11.0	78.9
Sept-Îles		312,530	.1760	8,586	25,617	2.1	4.0	1.7	10.1	82.1

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Que. (cont.) S&MM ESTIMATES		EFFECTIVE BUYING INCOME—1979				% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
St-Hyacinthe		310,512	.1749	6,900	20,295	5.7	9.8	11.4	38.3	34.8
St-Hyacinthe		279,719	.1575	7,727	21,517	4.6	10.2	11.0	33.5	40.7
St-Jean		416,051	.2343	8,239	24,765	3.0	8.5	9.2	39.7	39.6
St-Jean		288,171	.1623	8,759	24,842	3.6	9.8	11.1	43.6	31.9
St-Maurice	533	642,080	.3616	5,962	17,122	9.6	9.0	7.0	23.5	50.9
Shawinigan		139,564	.0786	5,864	16,228	11.8	8.0	7.7	28.6	43.9
Trois-Rivières		349,854	.1970	6,754	17,941	11.6	7.6	7.4	15.5	57.9
Shefford		411,822	.2320	6,287	19,066	4.8	9.8	8.2	42.9	34.3
Granby		267,272	.1505	7,323	20,559	4.0	8.2	6.9	45.5	35.4
Sherbrooke	528	797,228	.4490	6,975	20,081	6.0	9.0	8.4	35.5	41.1
Sherbrooke		550,518	.3101	7,460	20,092	5.5	10.3	9.3	37.2	37.7
Soulanges		104,361	.0588	6,957	23,191	5.5	9.1	9.2	21.2	55.0

		EFFECTIVE BUYING INCOME—1979				% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Stanstead		224,172	.1262	6,125	18,681	5.1	12.3	11.3	33.8	37.5
Témiscamingue		331,629	.1869	6,191	19,752	5.4	6.1	4.9	28.1	55.5
Témiscouata		89,714	.0506	4,823	17,591	9.7	9.0	6.0	29.9	45.4
Terrebonne	514	1,206,957	.6798	6,811	21,514	5.1	8.1	8.0	28.0	50.8
St-Jérôme		181,764	.1024	7,605	19,54[illegible]	4.9	7.9	9.4	28.0	49.8
Vaudreuil	514	362,737	.2043	6,831	21,591	4.9	9.8	5.4	31.2	48.7
Verchères		424,508	.2391	7,319	23,984	2.3	3.5	3.9	17.0	73.3
Wolfe		66,864	.0376	4,676	15,920	9.5	12.8	9.4	30.0	38.3
Yamaska		71,100	.0401	4,837	16,535	3.6	1.7	1.7	49.1	43.9
Province Totals		43,626,913	24.5719	6,910	20,845	5.3	8.1	7.4	30.8	48.4

PRINCE EDWARD ISLAND

P.E.I. S&MM ESTIMATES		POPULATION 12/31/79				RETAIL SALES BY STORE GROUP—1979												SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Kings		18.8	.0790	5.6	.0703	41,825	.0502	8,180	2,239	10,659	1,264	434	7,466	6,153	32	864	64	.0543	69
Prince		44.4	.1867	12.6	.1583	126,603	.1518	20,182	5,844	37,360	3,856	2,755	29,860	10,505	278	2,911	81	.1441	77
Queens		60.1	.2526	18.7	.2348	215,546	.2584	37,425	19,011	47,565	9,224	8,574	46,661	18,120	837	5,750	102	.2343	93
Province Totals		123.3	.5183	36.9	.4634	383,974	.4604	65,787	27,094	95,584	14,344	11,763	83,987	34,778	1,147	9,525	89	.4327	83

P.E.I. S&MM ESTIMATES		EFFECTIVE BUYING INCOME—1979				% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Kings		83,279	.0469	4,430	14,871	10.7	26.2	19.9	25.6	17.6
Prince		217,453	.1225	4,898	17,258	9.8	19.1	17.2	33.1	20.8
Queens		377,267	.2125	6,277	20,175	7.3	14.2	13.6	33.2	31.7
Province Totals		677,999	.3819	5,499	18,374	8.7	17.7	15.8	31.9	25.9

NOVA SCOTIA

N.S. S&MM ESTIMATES		POPULATION 12/31/79				RETAIL SALES BY STORE GROUP—1979												SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Annapolis		23.2	.0976	7.1	.0892	83,214	.0998	15,450	4,008	13,526	1,901	2,045	26,882	5,352	2,165	2,770	102	.0906	93
Antigonish		17.5	.0735	4.7	.0590	76,641	.0919	12,922	6,210	9,146	2,518	1,092	26,357	6,748	638	2,038	125	.0682	93
Cape Breton	530	121.6	.5112	34.2	.4295	357,987	.4293	105,826	21,454	66,421	20,958	9,182	58,530	24,517	1,537	9,069	84	.4213	82
Glace Bay		20.4	.0858	5.8	.0728	52,351	.0628	20,201	2,562	9,599	2,642	1,090	7,255	2,554	445	1,017	73	.0654	76
Sydney		27.7	.1164	8.7	.1093	158,529	.1901	42,676	9,147	27,777	13,423	4,906	35,084	6,770	784	5,367	163	.1350	116
Colchester		48.4	.2035	15.7	.1972	182,441	.2187	30,776	8,995	30,196	5,605	7,330	47,712	19,265	1,836	6,413	107	.1817	89
Cumberland		32.4	.1362	10.7	.1343	91,032	.1092	23,297	3,512	14,615	3,588	1,896	19,085	9,014	1,223	3,767	80	.1068	78
Digby		21.2	.0891	6.7	.0842	56,228	.0674	15,320	2,094	8,244	1,132	2,480	12,402	5,340	983	1,665	76	.0688	77
Guysborough		13.5	.0568	4.1	.0515	18,645	.0224	6,820	1,417	4,479	94	143	119	2,473	0	408	39	.0333	59
Halifax	506	284.9	1.1976	95.1	1.1943	1,025,818	1.2300	231,433	96,258	141,683	62,009	24,059	227,154	70,932	4,234	38,872	103	1.2434	104
Dartmouth		65.7	.2762	21.9	.2750	243,208	.2916	67,590	19,760	28,230	11,891	7,548	63,483	13,552	699	10,802	106	.2991	108
Halifax		113.2	.4759	42.8	.5375	607,319	.7282	118,820	72,331	104,203	46,051	14,859	127,130	30,593	2,066	17,632	153	.6088	128
Hants		35.7	.1501	10.6	.1331	77,311	.0927	25,615	4,215	9,187	2,435	2,130	17,918	9,112	2,487	1,193	62	.1143	76
Inverness		21.7	.0912	6.0	.0753	67,475	.0809	12,622	3,634	17,052	2,111	1,191	7,230	7,044	335	1,787	89	.0726	80
Kings		53.3	.2241	16.9	.2123	157,550	.1889	39,819	7,550	24,419	5,721	5,578	36,879	10,804	2,605	7,932	84	.1994	89
Lunenburg		46.7	.1963	15.6	.1959	147,573	.1770	35,878	8,160	24,470	5,350	3,606	26,546	11,339	1,415	6,862	90	.1615	82
Pictou		50.1	.2106	15.7	.1972	156,957	.1882	39,916	7,993	19,664	8,444	3,994	33,905	13,116	3,112	6,740	89	.1805	86
Queens		13.3	.0560	4.4	.0552	36,703	.0440	8,082	626	6,716	1,248	1,450	8,153	3,951	962	1,509	79	.0438	78
Richmond		13.9	.0584	3.8	.0477	20,355	.0244	6,811	1,945	3,680	107	162	1,807	2,596	0	526	42	.0357	61
Shelburne		19.1	.0803	6.0	.0754	44,486	.0533	6,797	2,665	11,187	1,202	1,293	10,675	4,327	420	766	66	.0565	70
Victoria		7.8	.0328	2.3	.0289	27,004	.0323	3,821	1,676	4,374	0	22	11,031	3,594	0	467	98	.0267	81
Yarmouth		26.4	.1110	8.5	.1067	70,785	.0849	17,025	5,239	9,964	4,840	2,845	10,714	5,658	2,041	2,704	76	.0870	78
Province Totals		850.7	3.5763	268.1	3.3669	2,698,125	3.2353	638,230	187,651	419,043	129,263	70,498	583,104	215,182	25,993	95,488	90	3.1921	89

N.S.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME—1979

% of Households by EBI Group
(A) $0–$4,999
(B) $5,000–$7,999
(C) $8,000–$9,999
(D) $10,000–$14,999
(E) $15,000 & Over

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Annapolis		145,699	.0820	6,280	20,521	9.5	16.0	16.5	27.4	30.6
Antigonish		92,491	.0521	5,285	19,679	8.5	12.9	9.5	28.5	40.6
Cape Breton	.530	675,629	.3806	5,556	19,755	7.1	9.2	7.4	36.3	40.0
△Glace Bay		104,358	.0588	5,116	17,993	8.6	9.5	7.5	38.3	36.1
△Sydney		194,091	.1093	7,007	22,309	4.7	6.9	6.3	36.1	46.0
Colchester		267,994	.1509	5,537	17,070	9.4	14.4	13.4	28.2	34.6
Cumberland		165,710	.0933	5,115	15,487	11.0	15.2	10.8	45.5	17.5
Digby		109,357	.0616	5,158	16,322	14.1	22.5	13.8	30.3	19.3
Guysborough		54,329	.0306	4,024	13,251	8.3	12.2	11.5	7.6	60.4
Halifax	.506	2,253,947	1.2695	7,911	23,701	4.1	8.1	8.3	30.9	48.6
△Dartmouth		555,307	.3128	8,452	25,356	2.3	6.5	7.4	24.9	58.9
▲Halifax		1,048,036	.5903	9,258	24,487	4.3	8.0	8.6	34.4	44.7

S&MM ESTIMATES

EFFECTIVE BUYING INCOME—1979

% of Households by EBI Group
(A) $0–$4,999
(B) $5,000–$7,999
(C) $8,000–$9,999
(D) $10,000–$14,999
(E) $15,000 & Over

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	
Hants		200,882	.1132	5,627	18,951	5.6	8.7	7.1	44.4	34.2
Inverness		106,702	.0600	4,917	17,784	10.6	11.8	6.7	18.1	52.8
Kings		347,695	.1959	6,523	20,574	7.6	17.2	17.9	34.1	23.2
Lunenburg		245,291	.1381	5,252	15,724	8.6	14.0	10.7	37.2	29.5
Pictou		291,261	.1641	5,814	18,552	7.7	9.4	9.2	34.6	39.1
Queens		69,030	.0389	5,190	15,689	8.3	15.5	4.3	30.9	41.0
Richmond		58,679	.0330	4,222	15,442	6.6	6.4	5.4	13.4	68.2
Shelburne		87,101	.0491	4,560	14,517	10.4	21.3	17.5	30.1	21.7
Victoria		37,341	.0210	4,787	16,235	12.3	15.5	11.0	35.4	25.8
Yarmouth		139,410	.0785	5,281	16,401	10.4	23.7	19.0	29.7	17.2
Province Totals		5,348,548	3.0124	6,287	19,950	7.0	11.7	10.2	32.2	38.9

NEW BRUNSWICK

N.B.
S&MM ESTIMATES

		POPULATION 12/31/79				RETAIL SALES BY STORE GROUP—1979											SALES/ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Albert	.513	21.5	.0903	6.7	.0842	19,851	.0238	7,654	2,140	1,532	323	795	699	3,421	0	1,027	26	.0606	67
Carleton		25.3	.1064	8.0	.1004	78,313	.0939	14,322	2,548	10,800	2,645	2,207	27,862	5,980	2,665	2,180	88	.0853	80
Charlotte		25.9	.1089	8.6	.1080	67,454	.0809	16,332	6,598	8,501	1,843	2,359	18,958	2,265	1,973	1,677	74	.0833	76
Gloucester		84.9	.3569	22.8	.2864	217,585	.2609	52,281	16,653	25,672	10,387	10,622	46,153	15,019	7,145	3,583	73	.2624	74
Kent		32.2	.1353	9.0	.1130	61,168	.0733	13,760	4,068	15,202	643	2,366	8,175	6,300	0	0	54	.0923	68
Kings	.523	49.3	.2073	14.9	.1871	92,052	.1104	25,063	6,284	7,414	1,356	2,398	27,321	10,152	743	3,398	53	.1603	77
Madawaska		37.1	.1560	10.8	.1356	93,279	.1119	22,698	10,911	9,109	5,011	4,950	22,836	4,470	1,466	1,723	72	.1197	77
Northumberland		54.3	.2282	14.9	.1871	135,718	.1627	31,677	9,600	20,695	5,611	4,644	31,463	9,842	1,921	4,592	71	.1723	76
Queens		13.2	.0555	4.2	.0528	31,120	.0373	7,630	2,316	8,692	220	177	3,150	2,778	1,472	2,253	67	.0367	66
Restigouche		42.2	.1774	11.9	.1494	117,292	.1407	27,541	6,325	15,909	6,244	4,324	31,392	7,137	1,781	2,931	79	.1352	76
St. John	.523	95.1	.3998	31.8	.3994	367,768	.4410	88,763	27,599	67,576	17,182	7,033	92,110	14,614	1,296	8,491	110	.3836	96
▲St. John		88.6	.3725	30.1	.3780	365,040	.4377	88,218	27,614	67,121	17,182	6,906	92,110	14,313	1,296	7,675	118	.3687	99
Sunbury		19.9	.0837	5.8	.0728	33,408	.0400	9,832	2,606	2,917	237	680	1,392	4,296	450	1,334	48	.0763	91
Victoria		20.5	.0861	6.2	.0779	59,499	.0714	14,259	2,923	8,634	1,317	4,512	16,053	3,395	1,476	1,355	83	.0665	77
Westmorland	.513	108.7	.4570	35.1	.4408	433,699	.5200	89,977	28,817	76,548	18,941	11,130	116,052	26,253	2,114	14,677	114	.4353	95
△Moncton		55.4	.2329	19.7	.2474	302,810	.3631	60,214	16,338	57,405	16,638	8,553	69,525	11,970	1,441	13,855	156	.2675	115
York		75.0	.3153	24.7	.3102	295,793	.3547	60,481	16,656	54,788	14,642	6,868	76,620	20,942	2,955	8,963	112	.3052	97
Fredericton		46.7	.1963	16.4	.2060	246,093	.2951	49,735	14,365	49,532	14,419	5,785	65,489	11,115	2,955	7,746	150	.2216	113
Province Totals		705.1	2.9641	215.4	2.7051	2,103,999	2.5229	482,270	146,144	333,989	86,602	65,065	520,256	136,864	27,457	58,184	85	2.4750	83

N.B.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME—1979

% of Households by EBI Group
(A) $0–$4,999
(B) $5,000–$7,999
(C) $8,000–$9,999
(D) $10,000–$14,999
(E) $15,000 & Over

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Albert	.513	125,342	.0706	5,830	19,708	7.1	8.0	9.1	25.4	50.4
Carleton		127,599	.0719	5,043	15,950	8.6	18.9	14.4	43.3	14.8
Charlotte		132,599	.0747	5,120	15,418	12.4	15.6	14.7	36.4	20.9
Gloucester		400,166	.2254	4,713	17,551	8.4	12.6	9.8	32.0	37.2
Kent		153,362	.0863	4,763	17,040	4.5	13.5	10.1	45.5	26.4
Kings	.523	304,681	.1716	6,180	20,448	6.5	9.3	8.8	32.5	42.9
Madawaska		195,132	.1099	5,260	18,068	7.3	12.1	10.1	37.7	32.8
Northumberland		276,067	.1555	5,084	18,528	6.3	12.7	10.7	32.1	38.2
Queens		51,326	.0289	3,888	12.220	13.6	11.0	10.0	43.9	21.5
Restigouche		204,426	.1152	4,844	17,179	6.0	8.6	7.6	22.8	55.0

EFFECTIVE BUYING INCOME—1979

% of Households by EBI Group
(A) $0–$4,999
(B) $5,000–$7,999
(C) $8,000–$9,999
(D) $10,000–$14,999
(E) $15,000 & Over

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
St. John	.523	608,429	.3427	6,398	19,133	5.6	9.0	9.5	33.7	42.2
▲St. John		578,302	.3257	6,527	19,213	5.5	9.1	9.5	33.8	42.1
Sunbury		168,257	.0947	8,455	29,010	1.1	6.3	7.5	73.0	12.1
Victoria		99,360	.0560	4,847	16,026	10.2	15.0	15.3	34.1	25.4
Westmorland	.513	667,009	.3757	6,136	19,003	6.2	10.5	11.7	29.8	41.8
△Moncton		397,526	.2239	7,176	20,179	4.9	8.8	9.6	29.5	47.2
York		482,228	.2716	6,430	19,523	6.6	10.9	11.4	33.2	37.9
Fredericton		333,194	.1877	7,135	20,317	5.6	11.8	14.1	35.1	33.4
Province Totals		3,995,983	2.2507	5,667	18,551	6.9	11.2	10.6	34.1	37.2

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NEWFOUNDLAND

Nfld. ESTIMATES		POPULATION 12/31/79				RETAIL SALES BY STORE GROUP—1979											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Division 1	**524**	**236.4**	**.9938**	**63.8**	**.8012**	**709,075**	**.8502**	**175,758**	**49,354**	**113,086**	**36,631**	**21,989**	**160,669**	**54,990**	**1,291**	**31,831**	**86**	**.8180**	**82**
▲St. John's		85.6	.3598	25.1	.3152	457,918	.5491	98,035	25,943	85,135	31,567	18,461	91,633	39,901	999	19,520	153	.4079	113
Division 2		**31.1**	**.1307**	**7.5**	**.0942**	**66,691**	**.0800**	**17,904**	**3,853**	**20,677**	**932**	**1,695**	**7,280**	**6,835**	**457**	**4,230**	**61**	**.0881**	**67**
Division 3		**26.6**	**.1119**	**5.9**	**.0741**	**48,834**	**.0586**	**11,533**	**2,217**	**21,782**	**2,755**	**2,258**	**1,089**	**2,591**	**225**	**1,535**	**52**	**.0728**	**65**
Division 4		**31.2**	**.1311**	**7.4**	**.0930**	**57,042**	**.0684**	**15,135**	**5,012**	**11,129**	**5,224**	**2,295**	**4,625**	**7,986**	**450**	**1,565**	**52**	**.0819**	**62**
Division 5		**46.9**	**.1972**	**12.0**	**.1507**	**133,256**	**.1597**	**35,423**	**7,362**	**26,102**	**7,151**	**5,960**	**23,002**	**13,643**	**211**	**3,075**	**81**	**.1576**	**80**
Corner Brook		24.6	.1034	6.7	.0841	106,431	.1276	26,393	5,526	19,165	5,744	4,128	22,009	11,341	0	2,714	123	.1034	100
Division 6		**44.4**	**.1866**	**11.2**	**.1419**	**179,041**	**.2147**	**28,644**	**11,020**	**37,429**	**9,651**	**7,427**	**54,117**	**12,119**	**595**	**4,540**	**115**	**.1751**	**94**
Division 7		**44.8**	**.1884**	**11.5**	**.1444**	**76,907**	**.0922**	**21,592**	**3,489**	**23,671**	**978**	**599**	**11,256**	**10,435**	**59**	**1,512**	**49**	**.1231**	**65**
Division 8		**54.7**	**.2299**	**12.9**	**.1620**	**93,778**	**.1125**	**19,269**	**3,925**	**47,073**	**2,726**	**1,681**	**2,482**	**9,293**	**449**	**2,429**	**49**	**.1330**	**58**
Division 9		**26.0**	**.1093**	**5.9**	**.0741**	**38,059**	**.0456**	**12,730**	**2,367**	**12,948**	**688**	**972**	**727**	**4,353**	**526**	**0**	**42**	**.0664**	**61**
Division 10		**36.8**	**.1547**	**9.1**	**.1143**	**123,874**	**.1486**	**16,961**	**31,894**	**32,328**	**1,424**	**1,502**	**19,220**	**2,983**	**0**	**5,464**	**96**	**.1445**	**93**
Province Totals		**578.9**	**2.4336**	**147.3**	**1.8499**	**1,526,557**	**1.8305**	**354,949**	**120,493**	**346,225**	**68,160**	**46,378**	**284,467**	**125,228**	**4,263**	**56,181**	**75**	**1.8605**	**76**

Nfld. ESTIMATES		EFFECTIVE BUYING INCOME—1979				% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Division 1	**524**	**1,293,220**	**.7284**	**5,470**	**20,270**	**7.8**	**11.9**	**10.5**	**33.3**	**36.5**
▲St. John's		607,970	.3424	7,102	24,222	4.6	9.0	10.4	31.0	45.0
Division 2		**134,678**	**.0758**	**4,330**	**17,957**	**6.9**	**13.9**	**7.6**	**38.8**	**32.8**
Division 3		**117,088**	**.0660**	**4,402**	**19,845**	**7.6**	**11.8**	**9.7**	**43.4**	**27.5**
Division 4		**124,342**	**.0700**	**3,985**	**16,803**	**13.8**	**12.6**	**6.0**	**27.8**	**39.8**
Division 5		**249,693**	**.1407**	**5,324**	**20,808**	**8.9**	**11.5**	**8.7**	**21.0**	**49.9**
Corner Brook		157,678	.0888	6,410	23,534	6.1	11.5	9.5	24.2	48.7
Division 6		**260,421**	**.1466**	**5,865**	**23,046**	**4.6**	**7.8**	**5.7**	**33.5**	**48.4**
Division 7		**204,978**	**.1155**	**4,575**	**17,824**	**11.4**	**12.6**	**8.1**	**35.0**	**32.9**
Division 8		**189,254**	**.1066**	**3,460**	**14,671**	**11.8**	**17.3**	**8.8**	**22.0**	**40.1**
Division 9		**109,871**	**.0619**	**4,226**	**18,622**	**10.6**	**19.8**	**14.6**	**12.5**	**42.5**
Division 10		**244,546**	**.1377**	**6,645**	**26,873**	**4.8**	**4.5**	**2.4**	**9.2**	**79.1**
Province Totals		**2,928,091**	**1.6492**	**5,058**	**19,878**	**8.5**	**12.1**	**8.9**	**29.5**	**41.0**

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